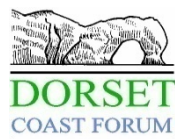




Atlas Users: Experience from the Belgian Coastal Atlas

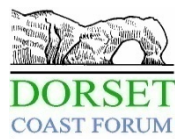
Kathy Belpaeme & Sofie Vanhooren
Coordination Centre on ICZM Belgium

ICAN 5, 1 September 2011, Ostend



Content

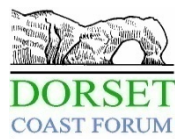
- Development process of the website
- Small scale test amongst end users
- Results
- Conclusions



Developping the website



- Earlier workshops learned us: end users can give valuable input
- When in the process do you implement a test phase?
- Who should be involved in the test?
- What proportion should the test have?
- Belgian Coastal Atlas: small scale test, implemented in the last stage



Small scale test

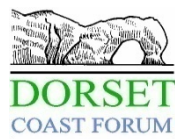
- Inspiration from Maratlas
- Target
‘Do all types of users find the information included in this online atlas, and can they easily handle the interactive map part?’
- This led to some important changes in the final version of the website



Small scale test

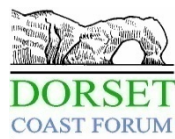


- Content: General questionnaire, 15 exercises, 10 closed and open questions
- Duration: 45 minutes
- Who? Selection of users
 - based on experience from earlier workshops and from whom we knew they worked with the atlas



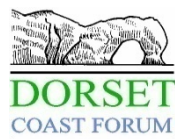
Who?

- Administrations
- scientist
- Teacher
- Student
- Company
- Guide
- Politician
- Cultural sector
- Touristical sector



Content of test

- General questionnaire: personal data, profession, organisation, use of internet, interest in marine and coastal themes
- 15 exercises
 - Answer to be found on the site itself
 - Average time to find answer
 - Surfing behavior
 - Questions on textual part & cartographic part (ready to use, as well as interactive part)



Content of test

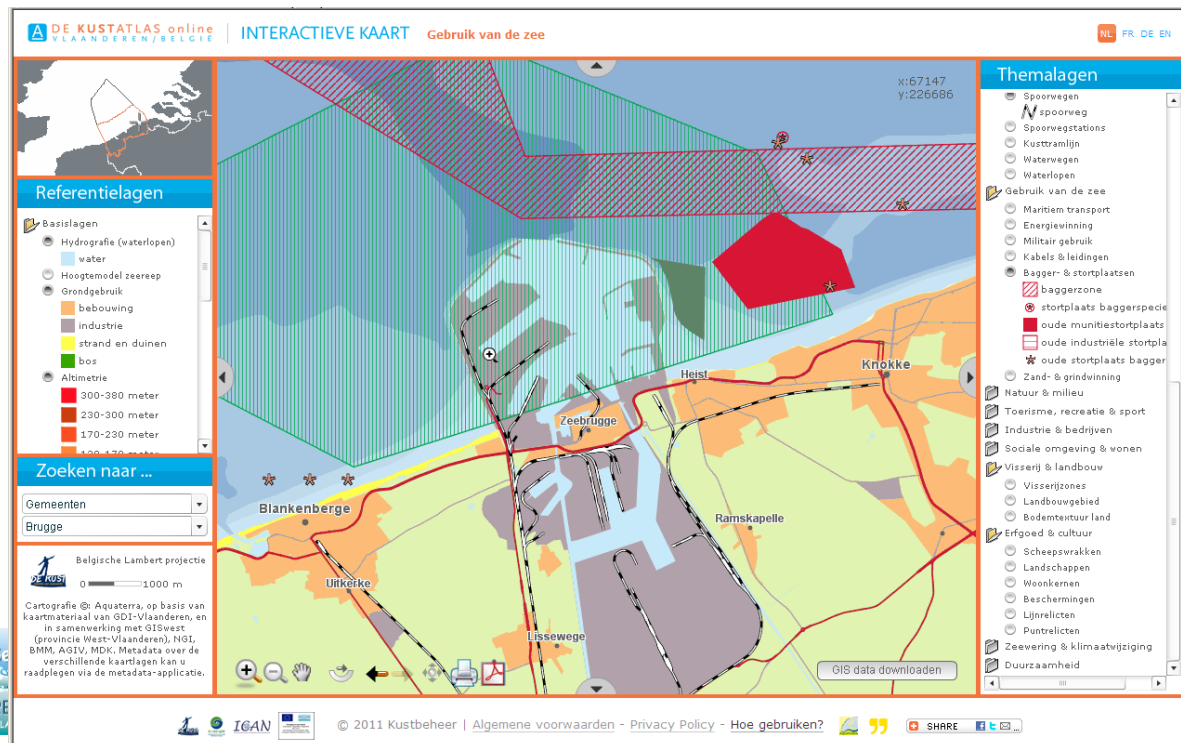
Examples of exercises:

‘Which coastal defence measures are there in Belgium?’

‘Where can cultural landscapes be found near Ostend and where are there protected landscapes. Show this on the map?’

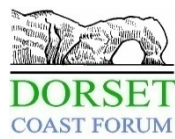
‘Find out where the dredging zones are designated off Seabruges. Zoom in on this municipality. Do these zones overlap the bird directive area at sea?’

‘Add the map ‘logistics infrastructure’ to your favorites’



Content of test

- Closed questions – multiple choice
 - The interactive map is easy in use
 - You can easily find the ready-to-use maps
 - The themes are logically classified
 - I can use this site for professional use
 - ...
- Open questions
 - Why is the site usefull for you?
 - How do you experience the interactive map? Suggestions?
 - Are there lacking elements on the site?
 - ...



Results of the test

- Interactive map has been significantly adapted, examples:

The screenshot displays the 'DE KUSTATLAS online' interface for 'INTERACTIEVE KAART' (Interactive Map) focused on 'Gebruik van de zee' (Use of the sea). The map shows a coastal area with various overlays and layers. The interface includes several panels:

- Referentielagen (Reference Layers):** A panel on the left containing 'Basislagen' (Basic Layers) such as Hydrografie (waterlopen), water, Hoogtemodel zeereep, Grondgebruik (land use: bebouwing, industrie, strand en duinen, bos), and Altimetrie (elevation: 300-380 meter, 230-300 meter, 170-230 meter).
- Zoeken naar ... (Search for ...):** A search panel on the left with a dropdown menu for 'Zoom in op...' and a list of search categories: Begrenzingsen, Gemeenten, Polders, Natuurgebieden, and Havens.
- Themalagen (Thematic Layers):** A panel on the right titled 'Themalagen' with a list of layers including:
 - Algemene situering (General situation): Studiegebied, N begrenzing de kust, Territoriale zee, N 12-mijlszone, Belgisch continentaal plat, N exclusieve economische...
 - Beleid & administratie (Policy & administration): Provinciehoofdplaatsen, provinciehoofdplaats, Arrondissementshoofdplaatsen, arrondissementshoofdpl., Gemeenten, Deelgemeenten, Landsgrenzen, landsgrens, Provinciegrenzen, Arrondissementsgrenzen, Gemeentegrenzen, Polderbesturen.
 - Educatie & onderzoek (Education & research)
 - Ruimtelijke structuur (Spatial structure): Wegnummering, Snelwegen, N snelweg, Hoofdwegen, N hoofdweg, Secundaire wegen, N verbindingsweg, Spoorwegen, N spoorweg.

The map itself shows a coastal area with various overlays, including a red circle highlighting a specific area. The map includes labels for 'Oostende' and 'Brugge'. A 'GIS data downloaden' button is visible at the bottom right.

Results of the test

- Difference between interactive and static maps made more clear
- A pop-up has been foreseen to draw attention visitor to the interactive map
- Same static maps were foreseen not only on one level, but on deeper levels as well (f.e. map plants & animals)

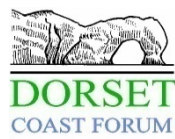
• ...

The screenshot shows a web application interface for 'Visserij & landbouw'. The sidebar on the left contains a menu with items like 'Visserij', 'Duurzame technieken', 'Garnalen & schaaldieren', 'Aqua'natuur & visserij', 'Visserijbeleid', 'Land- & tuinbouw', 'Visserij, havens & landbouweducatie', and 'Duurzaamheid'. The main content area is titled 'VISSERIJ' and contains text about fishing zones and regulations. An image of a boat is shown on the right. At the bottom, there are sections for 'GEBRUIKSKLARE KAARTEN', 'GRAFIEKEN EN TABELLEN', and 'EXTERNE BRONNEN'. A red circle highlights a callout box that says 'Er is meer! Ontdek ook de interactieve kaart!'.



Conclusions (1)

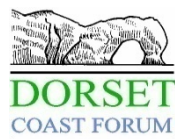
- A test phase within the development process of a coastal web atlas is **useful!**
- Preferrably towards the **end phase**
- Know who your **target audience** is and test amongst the different target groups
- A small scale test, short duration and limited participants (10 to 15 persons are sufficient), low cost, can **learn you a lot**
- Take **other possibilities** into account, f.e. can an e-questionnaire deliver valuable information?



Conclusions (2)

- Not all wishes of the users can be taken into account, but can be **input for a next version** (f.e. more linkage to local policies)
- And last but not least: Very positive and enthusiastic feedback on the interactive part of our coastal atlas! Users have concrete ideas in using the interactive map for their sector. The test can also be a means of **promotion for your coastal atlas!**
- Adapted approach in the **future?**
 - Adapt questions per sector
 - Stronger phocus on testing cartography, less on content
 - ...

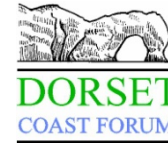
➤ **What are your thoughts / experiences on testing webatlasses?**



Thank

YOU for your attention





**With special thanks to our funding partners
and all our coastal stakeholders**





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