

The Data Portal and Public Engagement



What . . .

Developed user personas to serve as examples of the types of people who would interact with the website.

How . . .

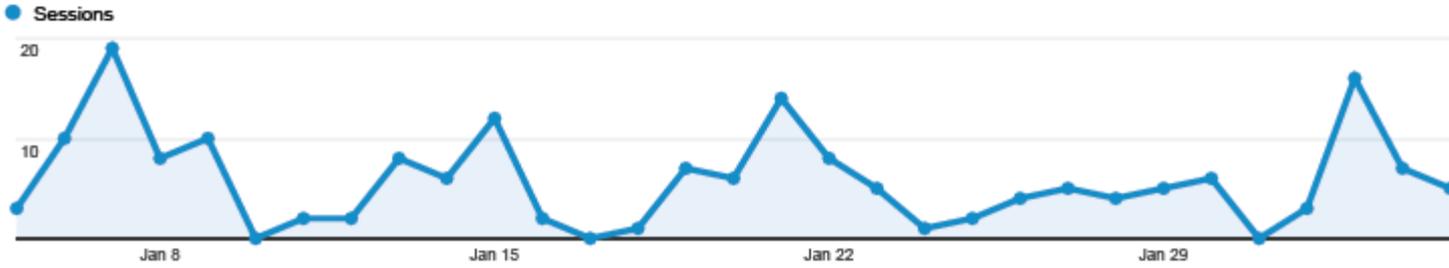
Brainstormed possible user goals, behavior patterns, skills, attitudes and environments, and then condensing these into representative groups through affinity mapping.

Why . . .

Shift focus away from meeting specific requirements and deliverables, and onto meeting the needs of the users.



Public Viewing - Overview



Sessions
181



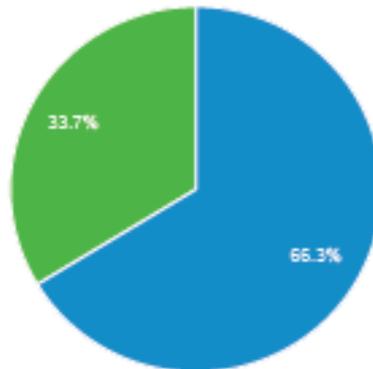
Users
129



Pageviews
473



■ New Visitor ■ Returning Visitor



Public Viewers – Language

Language	Acquisition		
	Sessions	% New Sessions	New Users
	<p>181 % of Total: 100.00% (181)</p>	<p>66.30% Avg for View: 66.30% (0.00%)</p>	<p>120 % of Total: 100.00% (120)</p>
1. en-us	175 (96.69%)	65.71%	115 (95.83%)
2. en-gb	2 (1.10%)	100.00%	2 (1.67%)
3. he	2 (1.10%)	50.00%	1 (0.83%)
4. de-de	1 (0.55%)	100.00%	1 (0.83%)
5. fr-fr	1 (0.55%)	100.00%	1 (0.83%)



Source	Acquisition		
	Sessions	% New Sessions	New Users
	<p>32</p> <p>% of Total: 17.68% (181)</p>	<p>15.62%</p> <p>Avg for View: 66.30% (-76.43%)</p>	<p>5</p> <p>% of Total: 4.17% (120)</p>
1. doi.gov	22 (68.75%)	13.64%	3 (60.00%)
2. github.com	5 (15.62%)	20.00%	1 (20.00%)
3. eiti.org	2 (6.25%)	50.00%	1 (20.00%)



Browsers

Browser	Acquisition		
	Sessions	% New Sessions	New Users
	<p>181</p> <p>% of Total: 100.00% (181)</p>	<p>66.30%</p> <p>Avg for View: 66.30% (0.00%)</p>	<p>120</p> <p>% of Total: 100.00% (120)</p>
1. Internet Explorer	103 (56.91%)	63.11%	65 (54.17%)
2. Chrome	66 (36.46%)	71.21%	47 (39.17%)
3. Firefox	7 (3.87%)	71.43%	5 (4.17%)
4. Safari	5 (2.76%)	60.00%	3 (2.50%)

