

Agenda Item 7.1

Publicity and Outreach

Reports by the Secretariat, Parties and  
Partners

**Document 7.1**  
**Rev.1**

**Report of the Secretariat on**  
**Outreach and Education Activities**

**Action Requested**

- Take note
- Comment
- Provide guidance on priorities for future activities

Submitted by

Secretariat



**NOTE:**  
**DELEGATES ARE KINDLY REMINDED**  
**TO BRING THEIR OWN COPIES OF DOCUMENTS TO THE MEETING**



## Report of the Secretariat on Outreach and Education Activities

1. In follow-up to MOP5 Resolution No. 8 (2006) on Educational and Promotional Activities and MOP7 Resolution No. 2 (2012) detailing the Work Plan for the period 2013-2016, the Secretariat has implemented various publicity and outreach activities since the 21<sup>st</sup> Meeting of the ASCOBANS Advisory Committee in 2014. This report is in response to Work Plan Activity 30, which asks the Secretariat to report on outreach and communication issues to each meeting of the Advisory Committee. In line with instructions given by AC21, this year the Secretariat focused its activities mainly on the implementation of other items on the work plan.
2. The majority of outreach and education related activities are only possible thanks to voluntary contributions by Parties. In the reporting period, Germany provided funds for outreach-related activities, which are gratefully acknowledged.
3. [AC22/Doc.8.2](#) on Activities Requiring Funding lists the activities that require voluntary contributions for their completion or implementation. Besides the children's website (see section *Electronic Media* below), these include the development of fisheries pages on the ASCOBANS website, also endorsed by past AC meetings. Additional funds will also be needed to reproduce information and promotional materials for events in 2016.

### Public Events

4. The Communication, Education and Public Awareness (CEPA) Plan of the Agreement (Annex 10 of the AC17 Report, available [here](#)) particularly emphasized events and mobile exhibitions as an effective way of engaging the public.
5. The majority of the art and design work submitted for the 2013 creativity competition "The Last 300" ([www.schweinswal.eu](http://www.schweinswal.eu)) run by NGOs Whale and Dolphin Conservation (WDC), NABU and OceanCare in partnership with ASCOBANS Secretariat was shown in an exhibition in the German Oceanographic Museum in Stralsund from January to April 2015. The exhibition, which was composed of pictures, sculptures, video and sound installations, was integrated into the round tour visitors take through the museum, which had about 35,000 visitors during that time period. Information material was made available in the exhibition room. Special thanks goes to Fabian Ritter (WDC), who coordinated the project, as well as Juliane Fränkel, who developed the concept and promotional material and supported the practical realization of the project as part of her bachelor degree in design.
6. On the evening of the exhibition opening (15 January 2015), Heidrun Frisch gave a well-attended public lecture in the museum on the Baltic harbour porpoise and the efforts to protect it.
7. Besides the exhibition in Stralsund, focus was primarily placed on activities related to the International Day of the Baltic Harbour Porpoise (see below) and the regular local event on the occasion of the UN Day celebrations on the market square in the centre of Bonn, where ASCOBANS along with the other UN agencies based here presents its work to the citizens of our host town.

### The International Day of the Baltic Harbour Porpoise

8. The 13<sup>th</sup> celebration of the IDBHP was held on and around **17 May 2015**. As every year, the Secretariat invited potentially interested institutions around the Baltic Sea to participate, offering to make available information and display materials to support the events. In line with the new procedure established last year, a Facebook event page was created and

organizers were invited to register their events for the IDBHP and upload their reports and pictures.

9. The Facebook page was used to announce and report on events in Denmark, Finland, Germany and Poland. Details can be found in a brief [report](#) on the ASCOBANS website.
10. The Secretariat collaborated with German theatre company “Fräulein Brehms Tierleben” (Frollein Brehm's Life of Animals - <http://www.brehms-tierleben.com>) to show one of their latest plays, “The Harbour Porpoise, *Phocoena phocoena*” in Bonn and Cologne. Details of this are also contained in the above-mentioned [IDBHP report](#).
11. Instead of the annually updated PDF of the “IDBHP Handbook”, a [campaign section](#) was created on the new ASCOBANS website. After conclusion of AC22, the information provided there will be updated to include the events of 2015. In line with the function of the former “Handbook”, the pages are intended as a help to institutions wishing to stage an event, containing suggestions for activities, as well as information on the materials the Secretariat can make available to organizers.

## Electronic Media

12. **ASCOBANS website:** The further development of the website is another activity identified in the Work Plan. Following the launch of the new jointly developed websites for CMS, AEWA and ASCOBANS in March 2014, work is ongoing to improve the look, usability and content of the website. Several sections of the website are still in a provisional state and are being tested, fixed, enhanced and improved step by step as time allows. Suggestions from our users are very welcome in order to assist us in tailoring the website to meet their needs.
13. The Secretariat informed participants of the 21<sup>st</sup> Advisory Committee Meeting that a user survey was being conducted on the ASCOBANS website. Originally scheduled to run until 19 October 2014, all participants were encouraged to take part (AC21/AP40). Due to the low response rate, the survey time was extended, so that in total it was available between 20 September 2014 and 23 November 2014. Only seven people completed the survey, which means that the generally positive results cannot be considered representative. They nevertheless give some useful insights into areas and features that could be improved to make the website live up to the users’ expectations. The full analysis of the user survey is attached to this document (see Annex).
14. Besides the workload created by the transition to the new website, the Secretariat also ensured the regular upload of new content and news. Since AC21, a total of nine news articles and announcements have been published. The system also allows sharing of news items from and to the CMS website, a function used on several occasions.
15. **ASCOBANS Kids:** The online resource for children under 14 years of age, “ASCOBANS Kids” ([www.kids.ascobans.org](http://www.kids.ascobans.org)), presented to the public in March 2014, continues to be under development. Thanks to kind support of the Ministry of the Environment of Germany basic functionality and the majority of content are there. However, in order to reach its full potential, more features such as interactive games other learning tools need to be added. It is also hoped that it will be possible to translate the website, which is currently only available in English, into other languages of the Agreement Area.
16. AC21 proposed that Parties and partners should send suggestions for educational websites that can be linked to the ASCOBANS Kids Website (AC21/AP35). To date, no such input has been received.
17. ASCOBANS continues to be featured on **Wikipedia** in five languages: [English](#), [French](#), [German](#), [Russian](#) and [Spanish](#). Some updates are required and will be undertaken as staff capacity allows. Other language versions may follow as the opportunity arises, primarily with the help of interns.

18. The ASCOBANS **Facebook** page ([www.facebook.com/ascobans](http://www.facebook.com/ascobans)) is used as a tool for sharing news items of the website, relevant posts of other organizations and interesting facts and photos of the species covered with the general public. The Facebook page is also used for creating the event pages for the IDBHP celebrations (see section *The International Day of the Baltic Harbour Porpoise*). To date, ASCOBANS has been “liked” by over 1,000 users throughout the Agreement Area and beyond, and posts reach an average of about 120 people.
19. In line with AC21 Action Point 39, which encouraged the Acting Executive Secretary to seek out new opportunities through social media to raise the profile of ASCOBANS, the Secretariat undertook targeted promotions between January and April 2015 (spending approx. 60 Euros) reaching over 27,000 users, achieving a more than three-fold increase in likes. Relevant posts also continue to be shared on the CMS Facebook page ([www.facebook.com/bonnconvention](http://www.facebook.com/bonnconvention)), which stands at over 4,000 “likes”.
20. AC21 encouraged Parties, in Action Point 38, to assist ASCOBANS in expanding its social network presence and improve outreach by nominating a national Facebook content manager, or by providing relevant information to the Secretariat. No nominations and no content for posting have been received to date.
21. **Newsletter:** One edition of the “ASCOBANS NewsFlash” has been published since AC21, with the next one foreseen shortly. In total, the mailing list for the electronic newsletter contains close to 500 addresses.

#### **Publications and Information Material**

22. As in the past, and in line with Parties’ instructions through the Work Plan, the Secretariat has continued to produce and re-produce outreach and information material, which is being used throughout the Agreement Area during our own events and by other institutions.
23. **Cotton Bags:** Always a popular item at meetings and public events, and one which helps reduce the threat of marine debris while raising awareness of the Agreement and its aims, the Secretariat was pleased to be able to produce a new edition of the ASCOBANS cotton bags, featuring besides the Agreement’s logo the ASCOBANS Kids website and mascot (see section *Electronic Media*).
24. **ASCOBANS Leaflets:** The Secretariat reprints leaflets as needed and as resources allow. It continues to offer providing a print-quality PDF of the language versions of the ASCOBANS leaflet free of charge to governments or institutions that want to reproduce leaflets locally for their own use. All 15 language versions are also available as [PDFs for download](#).
25. **All About Dolphins:** This brochure, which had been produced for the Year of the Dolphin campaign in 2007/2008 and is designed for children, continues to be available as [PDFs for download](#) on the ASCOBANS website in nine languages.
26. **Postcards:** The Secretariat continues to maintain stocks of the four species postcards (harbour porpoise, common dolphin, striped dolphin and orca) and the IDBHP postcard. These postcards were also used to announce a theatre performance on harbour porpoises in Bonn in May 2015 (see section *The International Day of the Baltic Harbour Porpoise*).
27. **Marine Debris Leaflets:** In 2014, CMS and ASCOBANS co-produced a leaflet entitled “Oceans Full of Plastic: Marine Debris – A global problem”. The leaflet is aimed at the general public, including children, and contains helpful tips on how everyone can be part of the solution. Ten thousand English-language copies were produced. Thanks to a donation by the Norwegian government to CMS, French, German and Spanish language versions are under preparation. Upon request and if funding is available, the leaflet can also be produced in any other language. This leaflet is also available as [PDF for download](#).

28. **Stickers ‘ASCOBANS Kids’:** In order to promote the new website for children, ‘ASCOBANS Kids’ (see section *Electronic Media*), these round stickers continue being used at outreach events, where they are popular with children and adults alike.
29. **Other Material:** For the 2012 anniversary year as well as use in our meetings, large quantities of promotional material, namely cotton bags, pens, pencils, A4 note pads and self-adhesive memo blocks, were produced. These materials continue being distributed, as appropriate, during outreach events.
30. **Anniversary Volume:** In 2011, Peter Evans was commissioned to prepare a publication on the Agreement and its species. Production of the book has been delayed due to several factors, as reported on already in previous years. The author and the Secretariat are now proposing to publish the book on the occasion of ASCOBANS’ 25<sup>th</sup> Anniversary in 2017. The book is meant to be sold through normal bookshops and aims to be the most authoritative review of northern European cetaceans and the threats they face, whilst also giving insights into how an international Agreement is created, functions and can meet obstacles to progress.

### **Exhibition Material**

31. **ASCOBANS Exhibition and Threat Banners:** The ASCOBANS exhibition, available in three sets in English and two sets in German and consisting of ten pull-up banners, has again been used widely. It can be borrowed from the Secretariat free of charge and is shipped out and returned at the expense of the requesting institution. The Whale Workshop ([www.whaleworkshop.org](http://www.whaleworkshop.org)) continues presenting one of the English-language sets in all its shows of inflatable, life-sized models of cetaceans and other marine life in the Agreement Area.
32. In 2012 five banners on threats to marine species were co-produced by CMS and ASCOBANS, covering the topics climate change, fisheries, pollution, underwater noise and vessel traffic. The pull-up banners have been designed to harmonize with the general ASCOBANS exhibition and are being used in conjunction with it, where desired.
33. **Inflatable Porpoise and Bottlenose Dolphin models:** The Secretariat continues to make use of the true-to-life inflatable porpoise donated by The Whale Workshop, as well as the Year of the Dolphin inflatable dolphins donated by Whale and Dolphin Conservation (WDC) Germany, as the opportunity arises. The Finnish National Coordinator also borrowed the inflatable harbour porpoise for use during the Green Week in Brussels in June 2015, along with information material provided by the Secretariat.
34. **Cloth Porpoises:** The three cloth porpoises purchased in 2011 also remain available for decoration at public events.

### **Evaluating the Effectiveness of ASCOBANS Outreach Media and Material**

35. AC21 instructed the Secretariat to look into ways of evaluating the effectiveness of its outreach media and material (AC21/AP37). Regrettably, the Secretariat has not been in a position to address this action point, in large part due to the great number of higher priority tasks assigned to it by AC21. There is also lack of certainty on how this task might be addressed in the absence of any specific expertise in this regard in the Secretariat, and no funding available for engaging external help. Guidance is therefore requested on how Parties wish to see this task addressed.



Eau de Web

# Survey for the new ASCOBANS website

Results and analysis

Survey questions proposed by **ASCOBANS Secretariat**  
and Sonia Andriu, User Interface Designer at **Eau de Web**, Bucharest

Analysis by  
Sonia Andriu, User Interface Designer at **Eau de Web**, Bucharest

3-8 December 2014

# Introduction

This survey was available online between 20 September 2014 and 23 November 2014, at this link [https://docs.google.com/forms/d/1fMlwx6PCr5JqYFSCaujXkBf7Wg1SRRpxSE0gj\\_jg9dw](https://docs.google.com/forms/d/1fMlwx6PCr5JqYFSCaujXkBf7Wg1SRRpxSE0gj_jg9dw) .

There were **7 respondents** in total, a pretty low participation compared to *number of new visitors (1452 new visitors during survey period)* or *number of total visitors (2201 total visitors, same period, numbers via Google Analytics)*.

Please note that this online survey IS NOT an **usability test** and it should NOT substitute the need for an usability test on the new ASCOBANS website. Survey participants were not observed by anyone when they answered, so we cannot know what they were thinking during a task, what was their first (re)action to a certain question, how much time it took to answer a question etc. For more information about usability research, please read [this article](#) on Nielsen Norman Group website.

The following pages present the survey questions and their responses. Questions marked with \* were mandatory.

Conclusions marked with this symbol **!** represent cases for which an **usability test** would be more helpful than a survey.

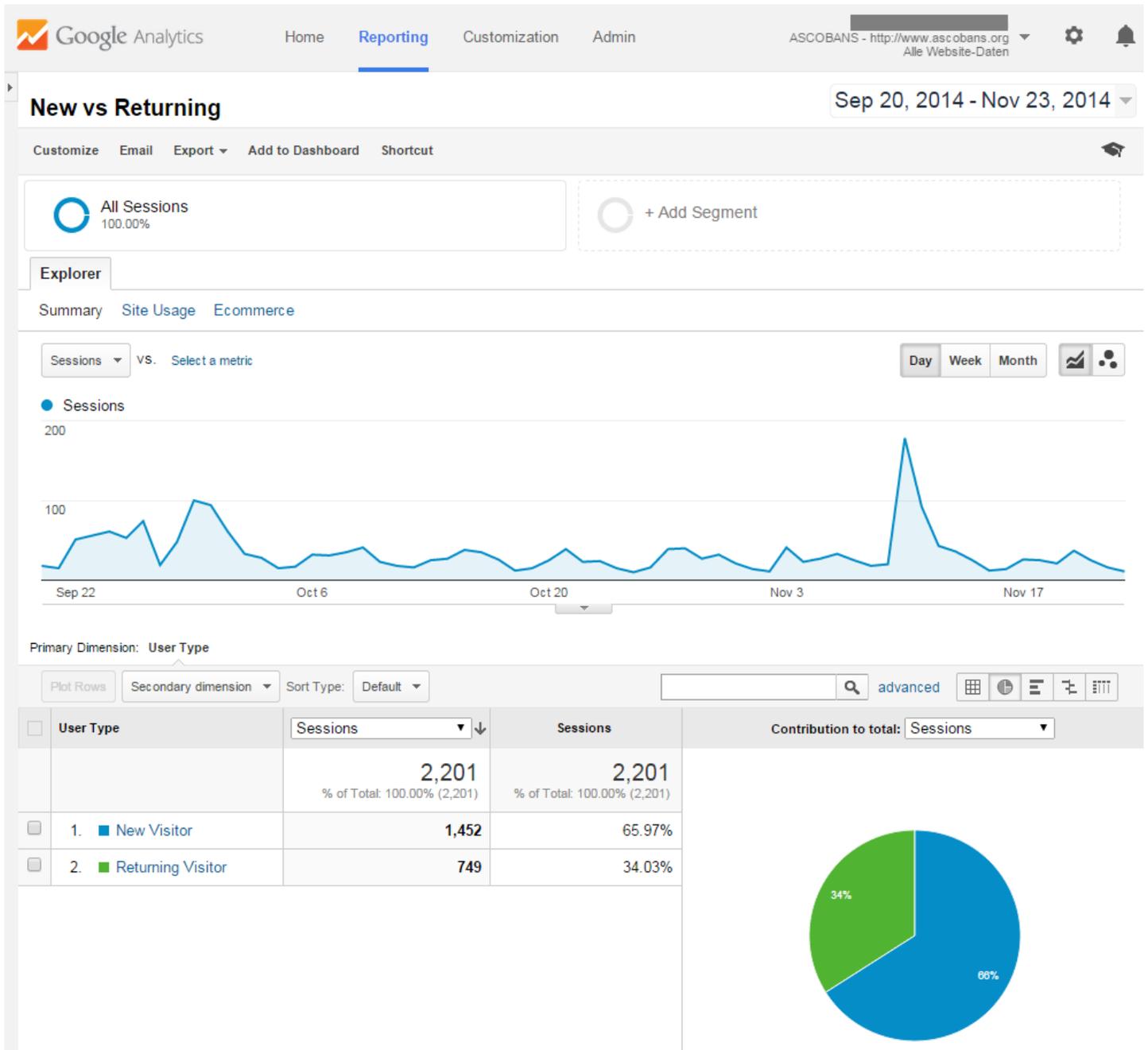


Figure 1 - Google Analytics traffic during survey period

# 1. How often do you visit the ASCOBANS website?\*

- this is the first time (3 responses)
- daily (1 response)
- a couple of times a week (no response)
- a couple of times a month (2 responses)
- a couple of times an year (1 response)

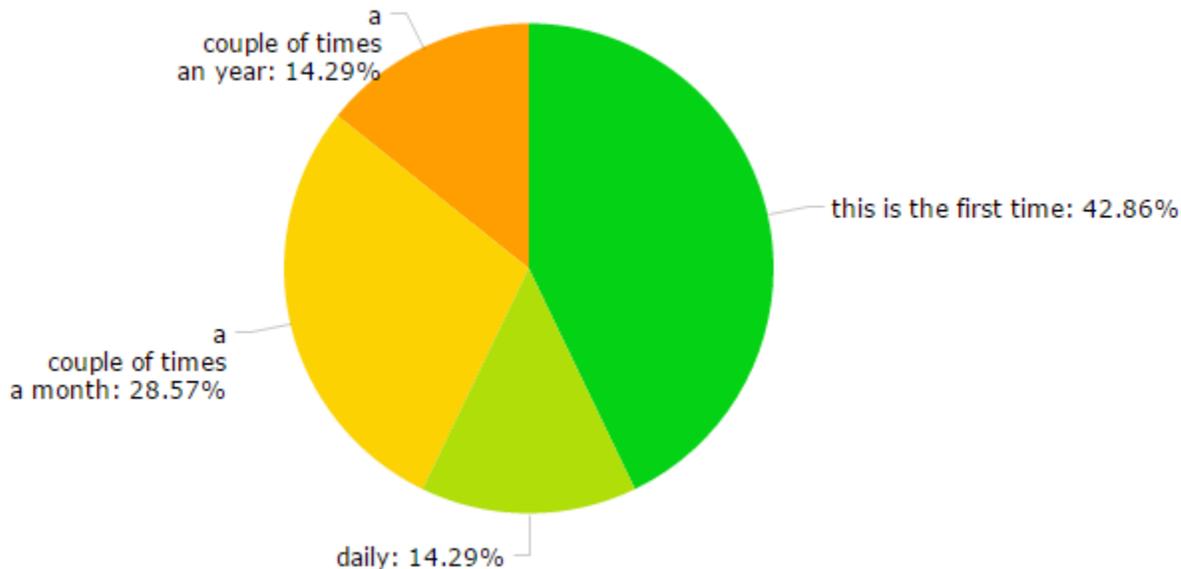


Figure 2 - Responses for question 1 (all people)

**Conclusions:** I'm glad we had participants from almost all categories ("weekly visitors" are missing), given the low number of respondents for this survey.

For some of the following questions, it will be important if the survey participant is a **new visitor** or a **frequent visitor**. The latter category might know "hidden paths" for accessing a certain information on the website, due to his/her previous exposure to the portal structure (an ASCOBANS Secretariat member, for example). New visitors' opinions will be more valuable in certain cases, because these people face **for the first time** with a task/problem.

There are limits for a new visitor capabilities though, because some informations on the portal are too specific for the general public, hence the effort to find/appreciate a certain site feature or piece of information is limited; regular people (people not working in the biodiversity field) might not have enough motivation to explore more the portal.

## 2. What information are you usually looking for when you visit the ASCOBANS website?\*

(open-text question)

#	Participant's response
1	meeting documents
2	Meetings, workshops
3	Meeting documentary, kids page
4	Information on cetaceans
5	underwater noise impacts on cetacean
6	This is the first time but I'm going to enter a lot from now on because I'm doing a thesis about conservation of <i>Phocoena phocoena</i> , so I look for official data as well as publications and other information about porpoises.
7	Nothing in particular. I was just curious about ASCOBANS

**Conclusions:** Use this table to discover common interests for site visitors. For example, if many visitors are looking for meeting documents, perhaps you should consider adding a quick link to “meeting documents”; or promote the meeting documents in a more visible area (“home page tabbed panel” beyond “news slideshow” can accommodate a new category).

## 3. Is the new website easy to navigate?\*

- extremely easy (no response)
- very easy (3 responses)
- moderately easy (4 responses)
- slightly easy (no response)
- not at all easy (no response)

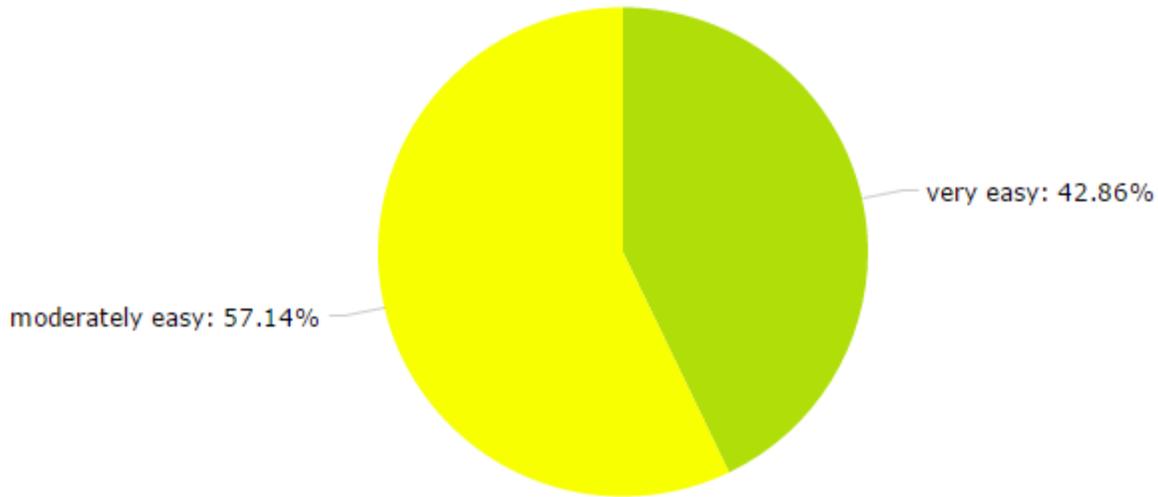


Figure 3 - Responses for question 3 (all people)

**Conclusions:** The first good news: there's only positive feedback for this question, although the results are more relevant for new visitors, because they weren't previously exposed to the old website or to the website structure (like secretariat members have been).

3 people (out of 7 participants) were first-time visitors – see the beyond table, which pairs Question 1 results with Question 3 results; two of them say it's "very easy" to navigate (also good news).

#	1. How often do you visit the ASCOBANS website?	3. Is the new website easy to navigate?
1	daily	very easy
2	a couple of times a month	moderately easy
3	a couple of times a month	moderately easy
4	this is the first time	very easy
5	a couple of times an year	moderately easy
6	this is the first time	very easy
7	this is the first time	moderately easy

## 4. Is the new website easier to navigate than the old one?\*

(the new website is [www.ascobans.org](http://www.ascobans.org) , while the old version is still visible here <http://web.archive.org/web/20140220191907/http://www.ascobans.org/> )

- much easier (4 responses)
- slightly easier (2 responses)
- about the same (1 response)
- slightly more difficult (no response)
- much more difficult (no response)

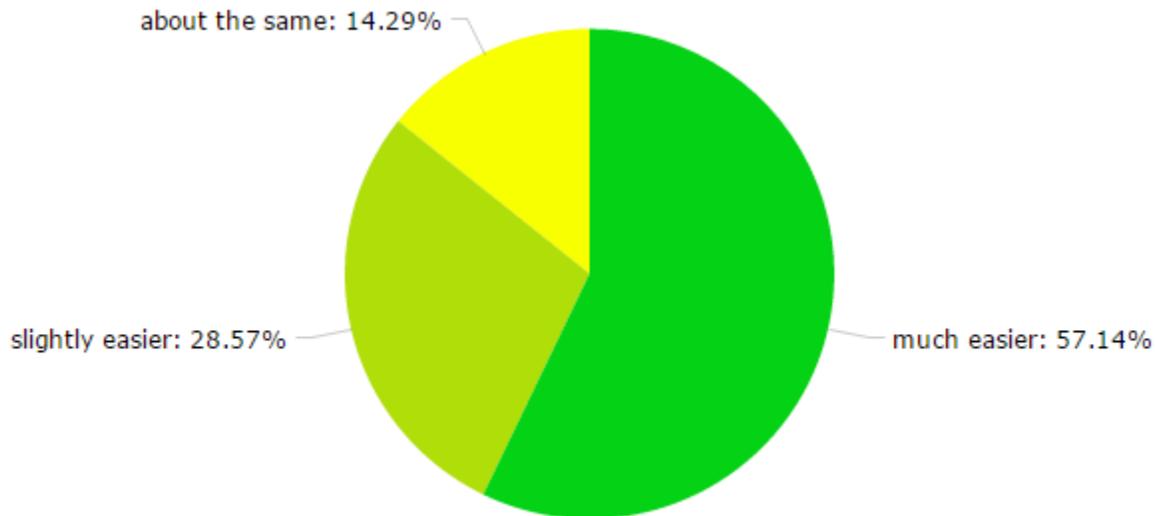


Figure 4 - Responses for question 4 (all people)

**Conclusions:** Please note here that 3 participants visited the new website for the first time, so there's a chance they didn't visit the old website neither (before answering this question); their responses might be compromised. Unfortunately, I didn't include a response option like "I didn't visit the old website at all".

**Another good news for this survey: most feedback is positive, the rest of it is neutral (not negative).**

Let's analyse the pairing table between Question 1 results and Question 4 results (see table on the next page). For first-time visitors, the opinions vary, but only 1 person says the navigation is "about the same" (see yellow highlight in the pairing table).

Since we have **only 1 daily visitor** for the entire survey (marked with green in the pairing table) and **no weekly visitors** ("daily" and "weekly" are very close categories within a broader category called "frequent visitors"), I can't analyse more the opinions of frequent visitors.

#	1. How often do you visit the ASCOBANS website?	4. Is the new website easier to navigate than the old one?
1	daily	slightly easier
2	a couple of times a month	much easier
3	a couple of times a month	much easier
4	this is the first time	much easier
5	a couple of times an year	slightly easier
6	this is the first time	much easier
7	this is the first time	about the same

## 5. Is the new website attractive?\*

- very attractive (no response)
- quite attractive (5 responses)
- it's OK (2 responses)
- not very attractive (no response)
- not at all attractive (no response)

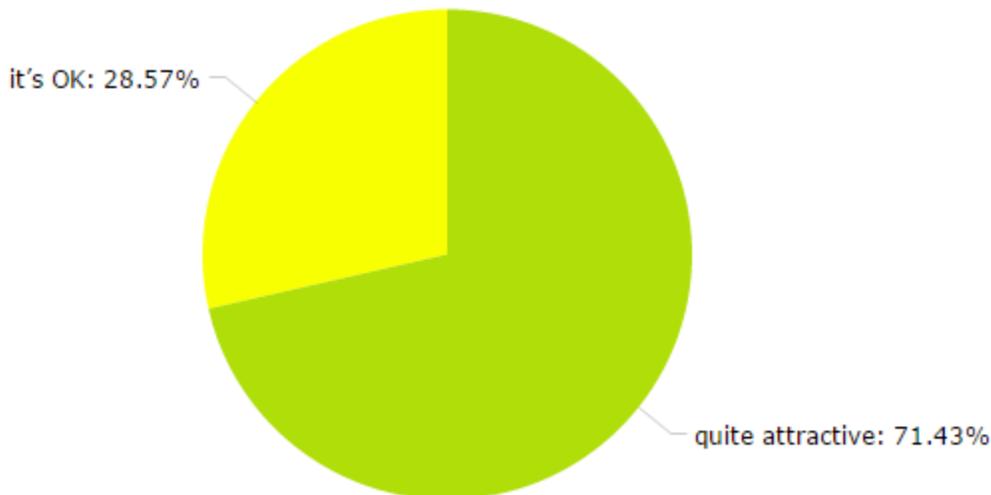


Figure 5 - Responses for question 5 (all people)

**Conclusions:** Almost 3 quarters of participants say the new website is attractive. Still, 28% of participants are in the neutral zone. Please also see responses from **Question 12** to find out what might improve the website.

## 6. Is the new website more attractive than the old one?\*

(the new website is [www.ascobans.org](http://www.ascobans.org) , while the old version is still visible here <http://web.archive.org/web/20140220191907/http://www.ascobans.org/> )

- much more (5 responses)
- slightly more (1 response)
- about the same (1 response)
- slightly less (no response)
- much less (no response)

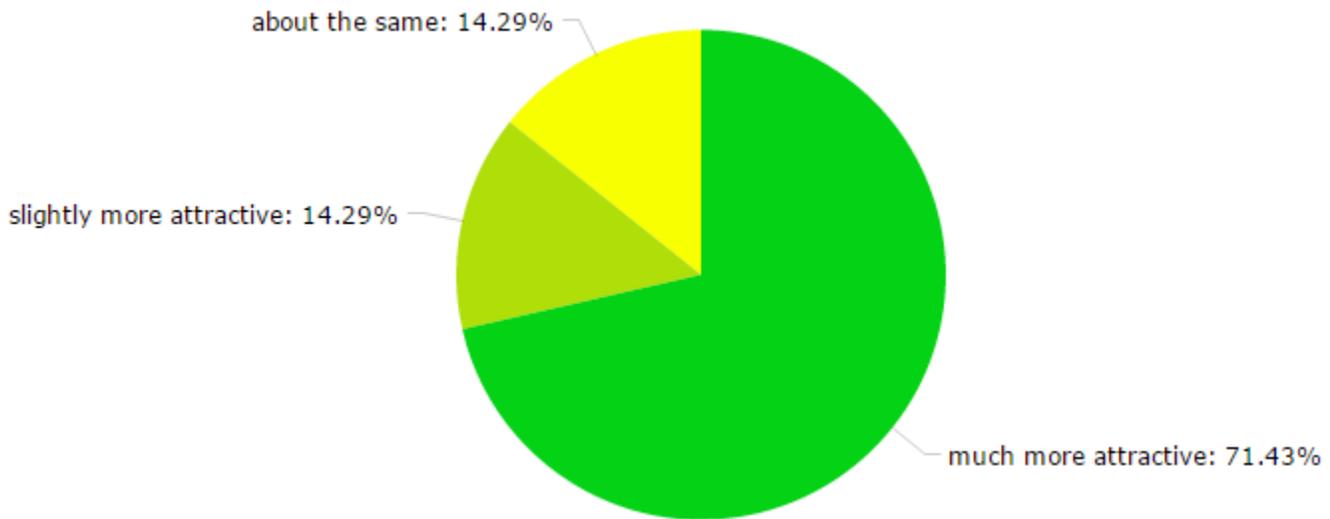


Figure 6 - Responses for question 6 (all people)

**Conclusions:** Again, pretty much positive feedback and no negative one!

But why 14% of them are in the neutral zone? After pairing Question 1 responses with Question 6 responses (see table below), we observe that only 1 person (a first-time visitor) said the new website has “about the same” attractiveness as the old website. Maybe his/her response can be linked with a possible lack of navigational experience on the old website.

#	1. How often do you visit the ASCOBANS website?	6. Is the new website more attractive than the old one?
1	daily	much more
2	a couple of times a month	much more
3	a couple of times a month	much more
4	this is the first time	much more

5	a couple of times an year	slightly more
6	this is the first time	much more
7	this is the first time	about the same

## 7. Do you miss any features that were on the old website?

(the old version is available here <http://web.archive.org/web/20140220191907/http://www.ascobans.org/> )

Open-text question to which:

- 2 people explicitly said they don't miss any features;
- 1 person said he/she misses certain features (and detailed the answer, see below);
- 4 people didn't respond.

### # Participant's response

1	Yes! A view with all extant resolutions! This is very important! And what happened to the short info in all the languages? Only a few seem to be there.
2	-
3	Not that I can think of
4	No
5	-
6	-
7	-

**Conclusions:** There's too little feedback on this question, so I can't analyse more the only response received.

But it would be nice if a secretariat member would add on the FAQ page of ASCOBANS website a formal answer for the question "what happened to the short info in all the languages? Only a few seem to be there".

## 8. Have you found all the features you have looked for on the new website?

Open-text question to which:

- 2 people explicitly said “yes”;
- 1 person said “no” (and detailed the answer);
- 4 persons didn’t respond.

### # Participant’s response

1	Besides the ones mentioned in question 7, yes.
2	-
3	Yes
4	Yes
5	-
6	-
7	-

**Conclusions:** Again, there’s not enough feedback.

## 9. Are there any features that should be made more easily accessible?

Open-text question to which:

- 2 people explicitly said “no”;
- 5 persons didn’t respond.

### # Participant’s response

1	No. The Quicklinks on the first page address this nicely.
2	-
3	Not that I can think of
4	-

5 -

6 -

7 -

**Conclusions:** Again, there's not enough feedback.

## 10. Is the new website design better at promoting a single corporate identity for the whole CMS Family?\*

- much better (4 responses)
- slightly better (3 responses)
- about the same (no response)
- slightly worse (no response)
- much worse (no response)

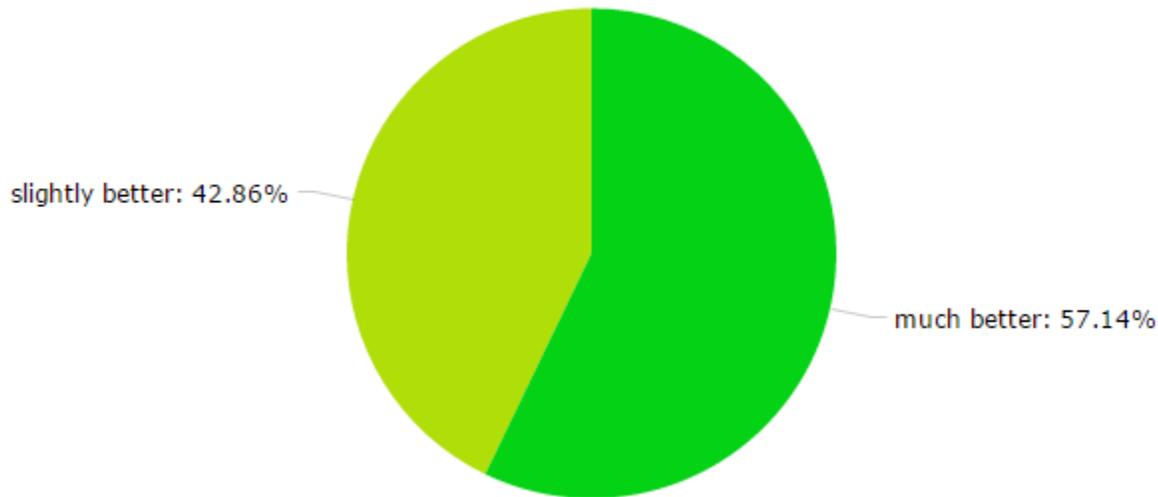


Figure 7 - Responses for question 10 (all people)

**Conclusions:** It's good we have only positive feedback here.

After analysing the pairing table placed on next page, we see that there's no connection between people who chose "slightly better" and the frequency of their visits (follow the yellow highlight):

#	1. How often do you visit the ASCOBANS website?	10. Is the new website design better at promoting a single corporate identity for the whole CMS Family?
1	daily	much better
2	a couple of times a month	much better
3	a couple of times a month	slightly better
4	this is the first time	much better
5	a couple of times an year	slightly better
6	this is the first time	much better
7	this is the first time	slightly better

### 11. On average how long does it take you to find the information you need on the website?\*

- a few seconds (3 responses)
- a minute (2 responses)
- 2-5 minutes (1 response)
- more than 5 minutes (1 response)
- so long that I normally give up (no response)

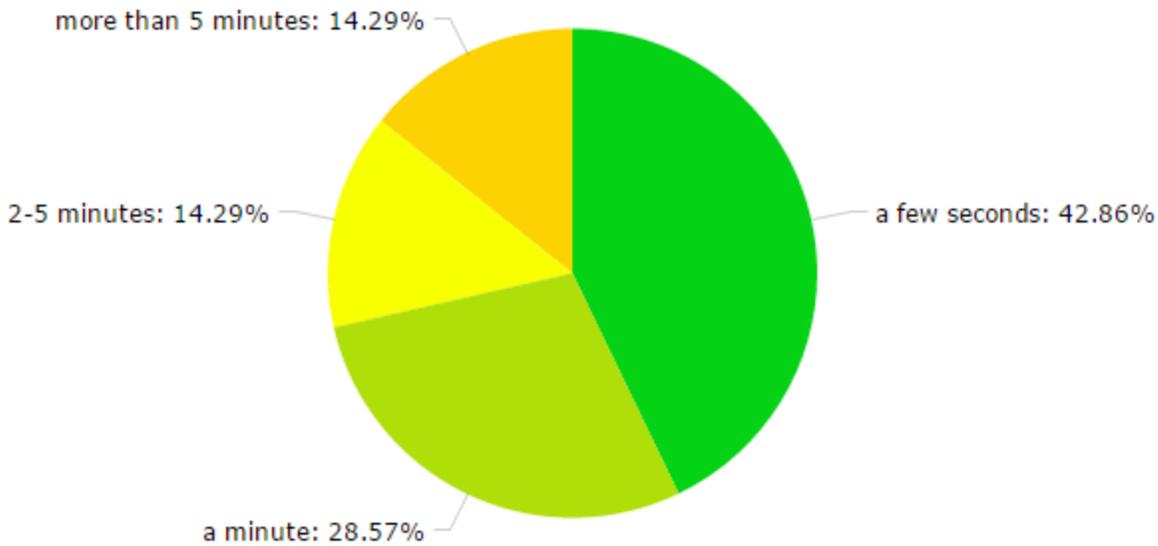


Figure 8 - Responses for question 11 (all people)

**Conclusions:** Lots of positive feedback here, and no person saying he/she would drop the search, which is great news! The least positive answer was “more than 5 minutes” and it comes from a participant who visits the ASCOBANS website only “a couple of times an year” (see table below).

There are 3 first-time visitors (yellow highlight in the pairing table) and 2 of them have the same opinion (“a few seconds”); but one of them confesses he/she wasn’t looking for something in particular when he/she entered the ASCOBANS website, so his/her answer doesn’t count when we think of “how fast can you find the information on the website”.

#	1. How often do you visit the ASCOBANS website?	11. On average how long does it take you to find the information you need on the website?	2. What information are you usually looking for when you visit the ASCOBANS website?
1	daily	a few seconds	meeting documents
2	a couple of times a month	a minute	Meetings, workshops
3	a couple of times a month	a minute	Meeting documentary, kids page
4	this is the first time	a few seconds	Information on cetaceans
5	a couple of times an year	more than 5 minutes	underwater noise impacts on cetacean
6	this is the first time	2-5 minutes	This is the first time but I'm going to enter a lot from now on because I'm doing a thesis about conservation of Phocoena phocoena, so I look for official data as well as publications and other information about porpoises.
7	this is the first time	a few seconds	Nothing in particular. I was just curious about ASCOBANS

## 12. How would you improve the website? (open-text question, optional)

#	Participant’s response
1	See question 7 Response times could also be better; all in all it is a bit slow... Also, the Party/Range state map really needs to show the boundaries of the marine area of the Agreement!
2	-
3	Maybe add a side column of the updates of the Ascobans Facebook statues...

4 -

5 -

6 -

7 -

**Conclusions:** Since this question was optional, only 2 people responded (see above table). The first participant came with a pretty nice idea (“the Party/Range state map to show the boundaries of the marine area of the Agreement”), although I’m not sure that such geographical coordinates exist.

### 13. (only if you’re an ASCOBANS Secretariat member) How well does the new website communicate your organisation's mission?

- extremely well (no response)
- very well (no response)
- moderately well (1 response)
- slightly well (no response)
- not at all well (no response)

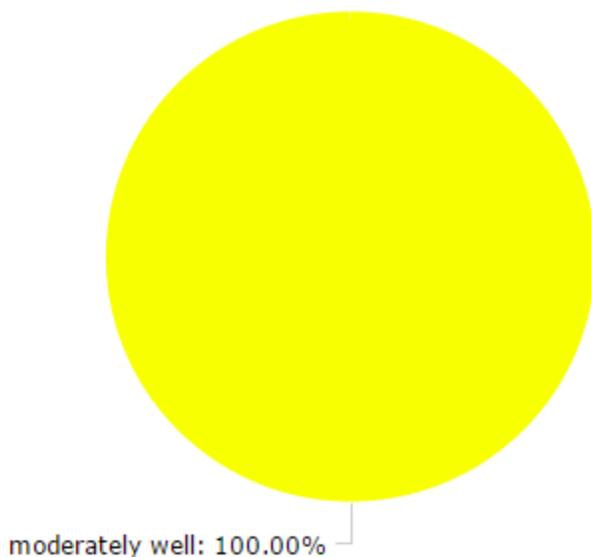


Figure 9 - Responses for question 13 (only 1 person responded)

**! Conclusions:** Since only one person answered this question, there’s too little feedback to be analysed.

To find out more and especially to find out why the only opinion was rather neutral than positive, an **user test** is recommended or a **custom survey designed only for the web identity** of ASCOBANS portal (let the user explain with his/her own words what kind of things the current portal fails to communicate).

## 14. How easy it is to find the page for a certain species?

- extremely easy (1 response)
- very easy (1 response)
- moderately easy (2 responses)
- slightly easy (no response)
- not at all easy (no response)

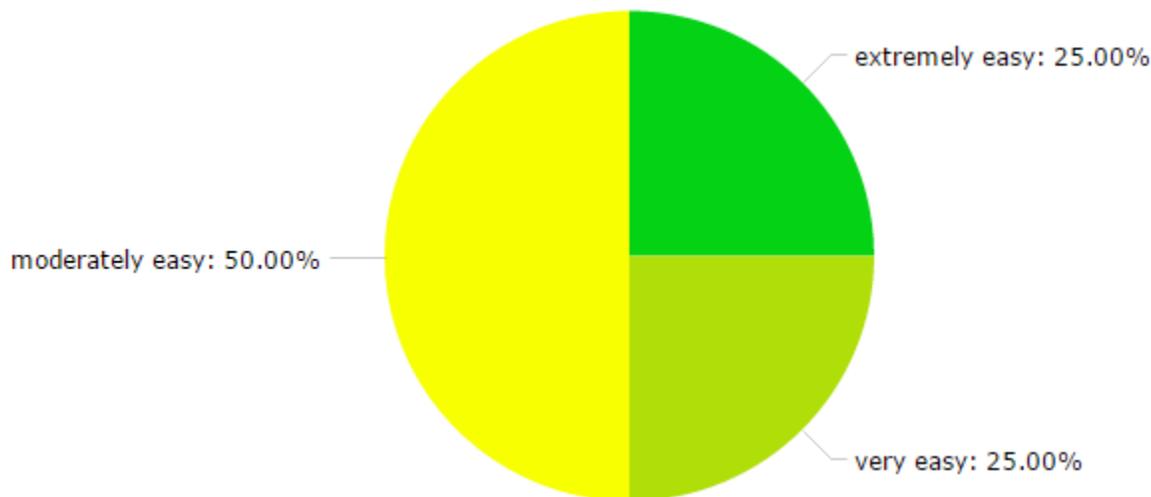


Figure 10 - Responses for question 14 (only 4 people responded)

**Conclusions:** Again, only positive and neutral feedback. This fact may be explained by the small number of species on the ASCOBANS website (20 species, compared with 569 species on the CMS website, which received less positive feedback for the same question).

## 15. How easy it is to find the page for a certain party (country)?

- extremely easy (no response)
- very easy (2 responses)
- moderately easy (2 responses)
- slightly easy (no response)
- not at all easy (no response)

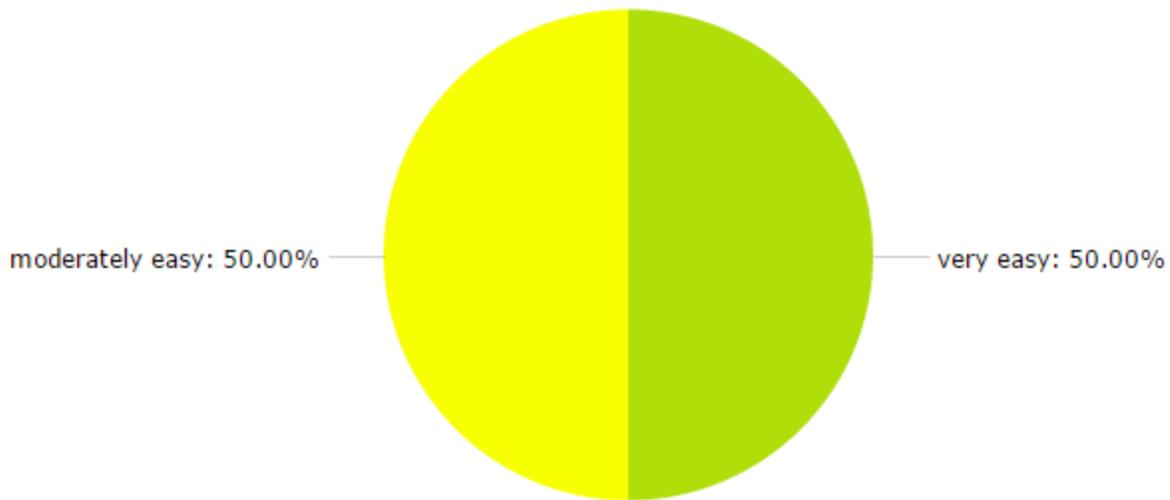


Figure 11 - Responses for question 15 (only 4 people responded)

**Conclusions:** Similar to question 14.

## 16. How easy it is to find open vacancies?

- extremely easy (no response)
- very easy (1 response)
- moderately easy (1 response)
- slightly easy (1 response)
- not at all easy (no response)

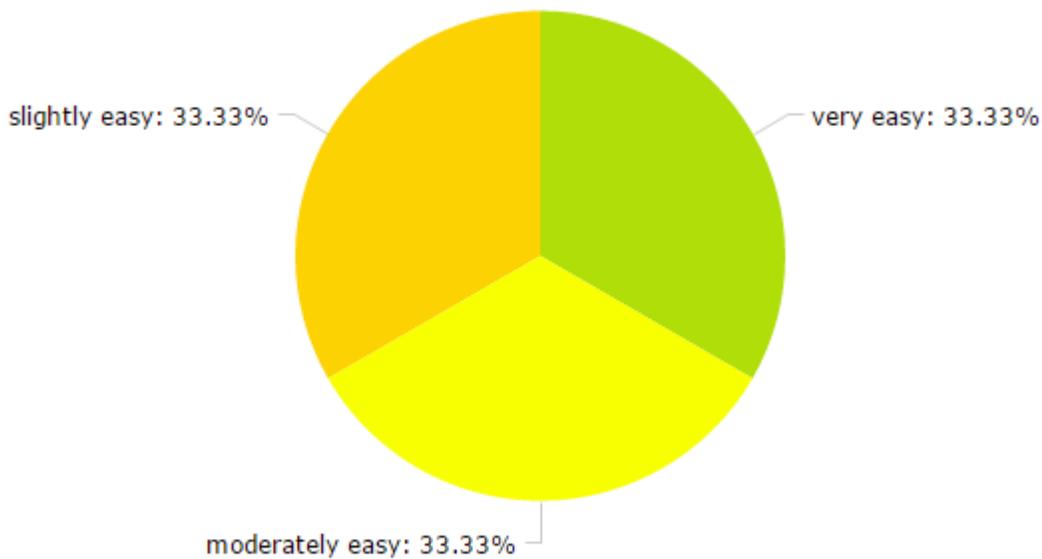


Figure 12 - Responses for question 16 (only 3 people responded)

**Conclusions:** This question is of high or low importance, depending on which pace the ASCOBANS Secretariat changes/completes its personnel. Only 3 people responded and their opinions are equally divided. Perhaps you should include a note in the FAQ page (which is currently completely unused) about where to find the open vacancies.

## 17. How easy it is to find the documents of a certain meeting?

- extremely easy (no response)
- very easy (2 responses)
- moderately easy (1 response)
- slightly easy (no response)
- not at all easy (no response)

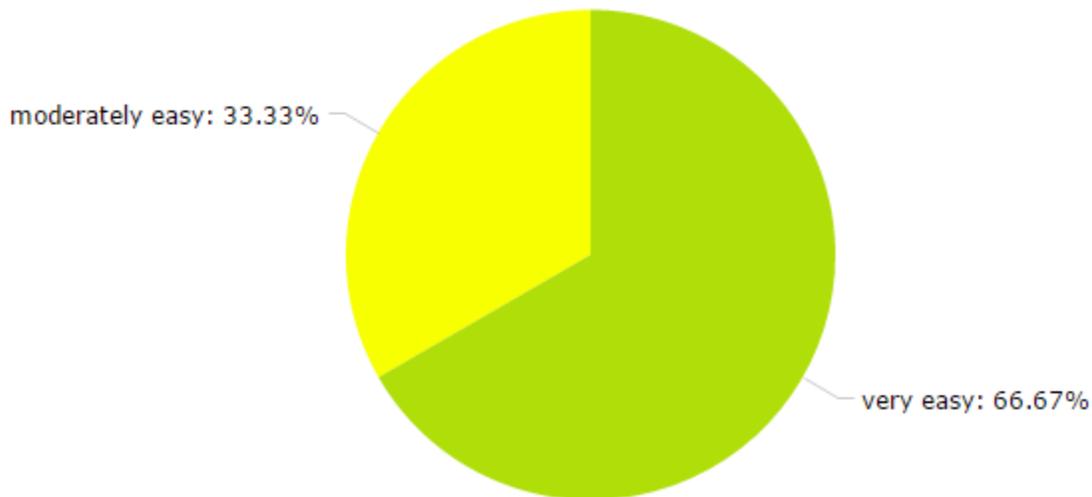


Figure 13 - Responses for question 17 (only 3 people responded)

**! Conclusions:** Two people (out of 3) say it's very easy to find documents from a certain meeting (perhaps because ASCOBANS has a small number of meetings, compared with CMS). Still, one person is neutral ("moderately easy") and perhaps more would have a similar answer, if faced with a real task (eg., "find documents from meeting X"). That's why I recommend an **usability test** for this type of task.

## 18. How easy it is to use the mobile version of this website?

Please access [www.ascobans.org](http://www.ascobans.org) from a mobile device (tablet, smartphone) in order to see the mobile version.

- I haven't tried the mobile version (3 responses)
- extremely easy (no response)
- very easy (1 response)
- moderately easy (no response)
- slightly easy (no response)
- not at all easy (no response)

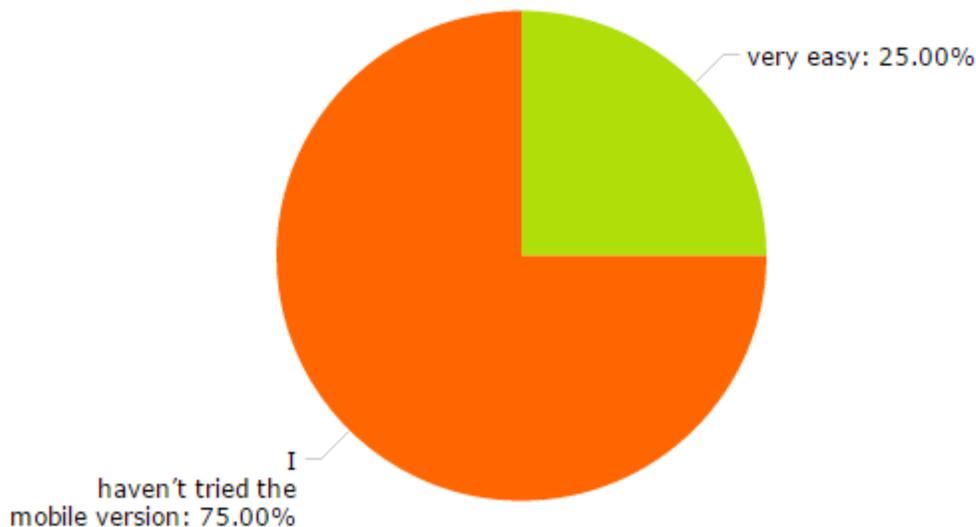


Figure 14 - Responses for question 18 (only 4 people responded)

**! Conclusions:** This optional question contained a help text that asked people to access the ASCOBANS website from a mobile device in order to answer it. Unfortunately, **three quarters didn't use a mobile device** (didn't have one OR didn't bother?) before answering the question and only 1 person entered on the mobile website.

There's too little feedback to reach any positive/negative conclusions. But again, this is a realistic result for a non-paid study. In comparison, an **usability test** is taking longer (usually an hour), because the selected participants agree to spend more time in exchange of an incentive (participants get paid for their time). Also, in a mobile usability test, the mobile device is always present (it's provided by the test supervisor or the selected participant comes with his/her own mobile device).

#	1. How often do you visit the ASCOBANS website?	18. How easy it is to use the mobile version of this website?
1	daily	very easy
2	a couple of times a month	I haven't tried the mobile version
3	a couple of times a month	I haven't tried the mobile version
4	this is the first time	I haven't tried the mobile version

5	a couple of times an year	-
6	this is the first time	-
7	this is the first time	-

19. How easy it is to use the map on „Parties and Range states” page <http://www.ascobans.org/en/parties-range-states> ?

- extremely easy (no response)
- very easy (2 responses)
- moderately easy (2 responses)
- slightly easy (no response)
- not at all easy (no response)

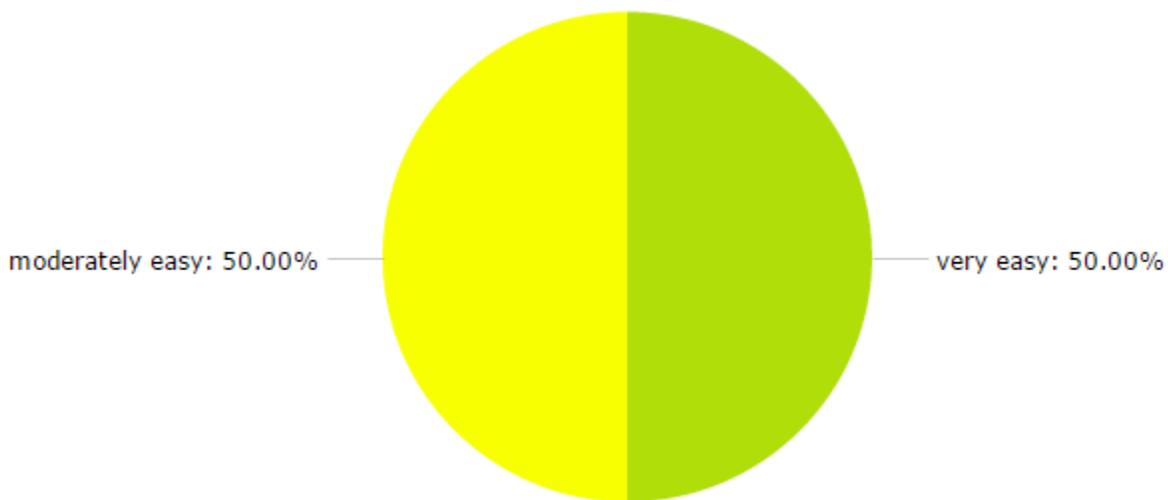


Figure 15 - Types of responses for question 19 (only 4 people responded)

**! Conclusions:** This question was supposed to test whether visitors can use:

- the timeline feature (top of the map);
- the zoom in/out feature (left side of the map);
- navigation to a certain country by clicking on that country (any country marked as Party or Range State has this feature).

Feedback is half positive, half neutral and we can't know for sure if users discovered the above features. Only an **usability test**, in which a participant would be given a certain map-related task, would assure us that website visitors use properly the map.

## 20. How easy it is to find on the new website the page for „11th Meeting of the ASCOBANS Technical Committee”?

- extremely easy (no response)
- very easy (3 responses)
- moderately easy (1 response)
- slightly easy (no response)
- not at all easy (no response)

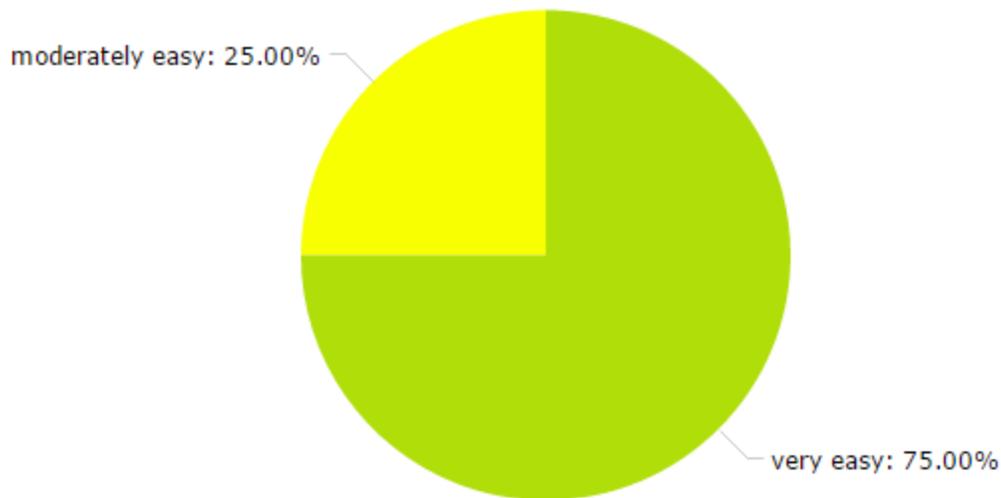


Figure 16 - Types of responses for question 20 (only 4 people responded)

**! Conclusions:** This question tested whether a certain meeting can be found easily. The percents show it can, but an **usability test** would also reveal which obstacles or clues a participant encountered during this task.

## 21. How easy it is to find available internships on this website?

- extremely easy (no response)
- very easy (1 response)
- moderately easy (2 responses)
- slightly easy (1 response)
- not at all easy (no response)

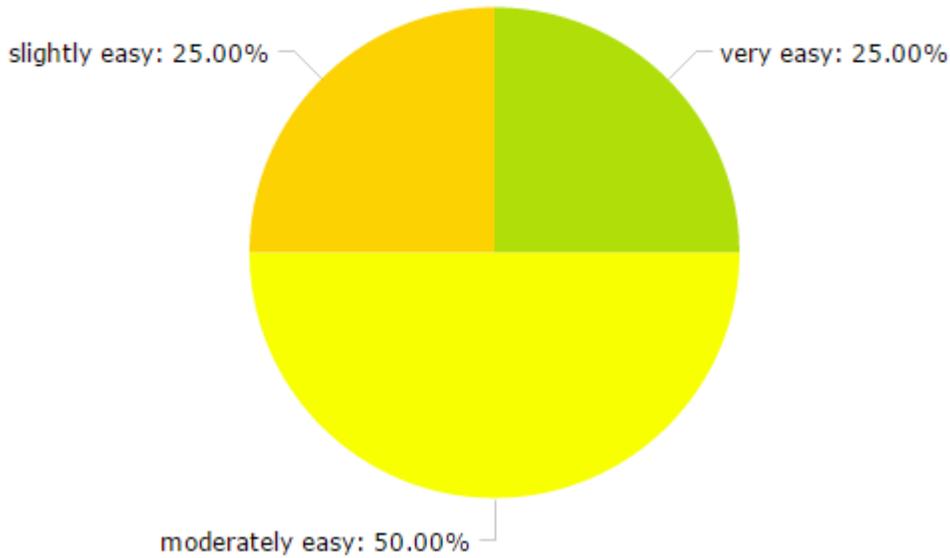


Figure 17 - Types of responses for question 21 (only 4 people responded)

**Conclusions:** A less positive feedback here, since only 25% of participants said it's "very easy", while half of them were neutral and another 25% said it's "slightly easy".

## 22. Which category below includes your age?

- 17 or younger (no response)
- 18-20 (no response)
- 21-29 (1 response)
- 30-39 (1 response)
- 40-49 (1 response)
- 50-59 (1 response)
- 60 or older (no response)

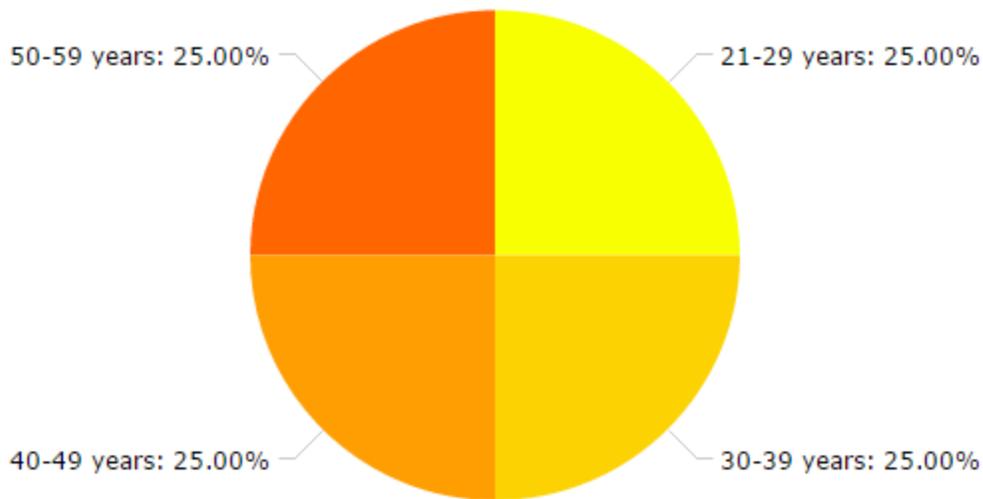


Figure 18 - Types of responses for question 22 (only 4 people responded)

**Conclusions:** This question is important mainly from a web designer's point of view. Depending on which age category most users are, the website might need additional improvements, like more visual content (photos, videos), increased font-size etc. The internet skills of visitors is also age-related, in general, but to know for sure we must analyse the next question.

## 23. On a typical weekday, how many hours do you spend on internet?

- 0-1 (no response)
- 1-2 (no response)
- 2-3 (1 response)
- 3-4 (1 response)
- more than 4 (2 responses)

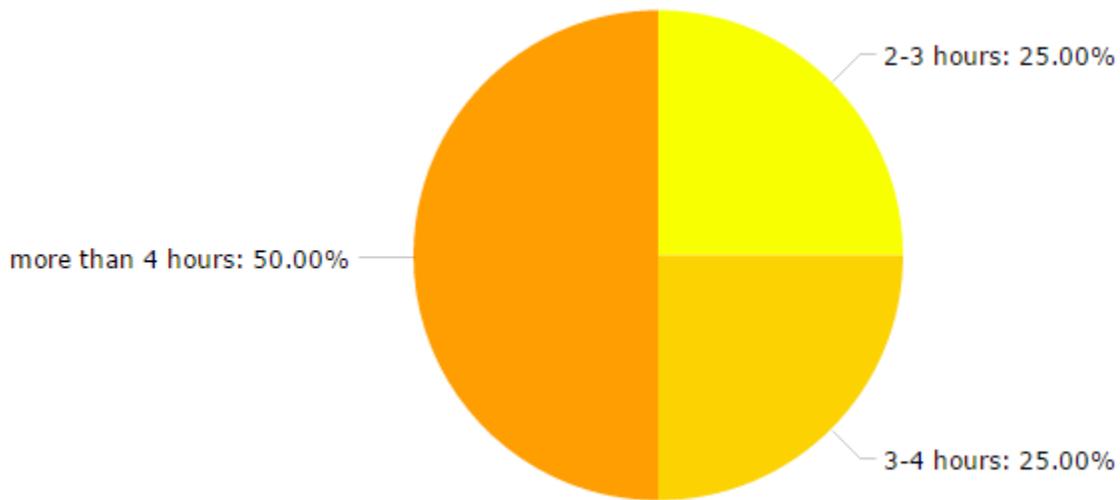


Figure 19 - Types of responses for question 23 (only 4 people responded)

**Conclusions:** Also a question important mainly from a web designer's point of view. Given the above percents, I'd say that more than half of participants are regular internet users, which is a good thing, because it means we can rely on their internet skills to learn faster (and easier) a new web interface.

Yet there's a limit to this finding. One might believe that "regular internet users" know what they want and know what they say. Jakob Nielsen, an internationally recognised figure in the usability field, teaches us: "To design the best UX, pay attention to what users do, not what they say". The [full article](#) can be read on Nielsen Norman Group website.

# Overall conclusions

If you've finally reached these lines, congratulations! It means you analysed with me 23 survey questions, **18 pie charts**, **11 tables** and 1 screenshot.

It also means you've seen the **5 red exclamation symbols (!)**. They mark situations in which an online survey is considered to be inferior to an usability test. This survey was not perfect, yet it's better than nothing.

Compared with the other two surveys (CMS and AEWA), the ASCOBANS survey had a more positive feedback overall. On the same time, the rate of participants for optional questions was smaller and this fact affected the feedback credibility (surveys are more valuable if they reach a large number of participants).

Please make sure you'll include this feedback in the future web development phases of ASCOBANS portal. Meanwhile, you can use the FAQ page of the portal to quickly add suggestions to your users.

\*\*\*

The **raw data for this online survey** can be found at this online Google Docs spreadsheet:

[https://docs.google.com/spreadsheets/d/1XUqS6DovNLV9u0ttjvSBCKHpozUeSTz8MT\\_54PAWzIU](https://docs.google.com/spreadsheets/d/1XUqS6DovNLV9u0ttjvSBCKHpozUeSTz8MT_54PAWzIU)

(if you can't see it, please ask permission to access the document)

There's a **more eye-friendly version of the raw data**, which pairs each survey question with Question 1 (which tells frequency of website visits for each survey participant). You can view it at this online Google Doc:

[https://docs.google.com/spreadsheets/d/1ndn\\_AGdII MB2XiDaqhkkMcFfPzZGAbTglkZY3wQ--XA](https://docs.google.com/spreadsheets/d/1ndn_AGdII MB2XiDaqhkkMcFfPzZGAbTglkZY3wQ--XA)

(if you can't see it, please ask permission to access the document)