

THE WMO SPACE WEATHER PRODUCT PORTAL

Initial feedback and assessment

(Submitted by Phil Wilkinson)

Summary

The WMO Space Weather Product Portal was established on line on a demonstration basis in January 2012.

After 10 months of on-line operation, it is worth assessing whether the portal in its current concept is fulfilling its purpose; whether and how it should be improved in its structure, its layout, its content, or the way it is communicated towards its target audience.

The present document raises a few questions to support the discussion of ICTSW-3 on this topic.

ACTION PROPOSED

The Inter-Programme Coordination Team is invited to:

1. Express feedback on the Space Weather Product Portal
2. Make recommendations for further evolution of the portal
3. Suggest a mechanism to keep the portal under review in the future

SPACE WEATHER PRODUCT PORTAL

Initial feedback and assessment

General comment

The WMO Space Weather portal seems to be attracting very little traffic. It has not been advertised widely enough, and maybe it is not attractive enough. Conversely, it may be too complex or even contradictory.

Collecting feedback

We were going to exchange comments on each others pages. This was a free-form idea and may need more structure. Do we need a set of criteria for making judgements about the pages and their accompanying explanations, somewhat like referee reports?

We may also need independent feedback from WMO about whether these pages fit some global WMO website requirement. Are they compliant in WMO terms, assuming WMO has a position in that area (disability friendly, colour blind issues etc)? Hard to address but should be identified if problems exist.

How can we also gain feedback from the non-space weather WMO people?

Maybe we need attach feedback forms to the website?

Purpose of the portal

The non-space weather WMO people are our potential target audience. What type of information would they like to see on these pages ?

Is the aim of the portal to help other groups form space weather capabilities of their own ? Then they need to be able to recognise that the portal is a tool to help them to define their needs. It may also be a solution to these needs, but it is not the primary intention. Do we need to do more to the portal to make this clear?

Not every group will have the same needs and these pages will not cover all the possible needs others may have.

Visibility and promotion

What needs to now be done to the portal before we promote it widely (anything, nothing)?

How can we promote it more widely through WMO (some general publications?)? Are there other avenues?

Presentation: what can we do to enhance the present portal to make it more attractive (maybe more space-like)? Also how do we make it more friendly and attractive. More visible through Google and other search engines. Probably we should advertise it on all our own space weather websites. Would this present any difficulties?
