



EUROPEAN  
DATA PORTAL

# European data portal user research analysis

The European Data Portal team



# Survey insights: Demographic information

## Country

Sweden	3 responses
Czech Republic	1 response
Finland	1 response
Italy	1 response
Netherlands	1 response
Romania	1 response
Spain	1 response
India	1 response
UK	1 response

## Age

45-64	4 responses
25-34	3 responses
35-44	3 responses
>65	1 response
15-24	0 responses
<14	0 responses

## Professional background

Consultant	2 responses
Data Enthusiast	2 responses
IT Developer	2 responses
Business Analyst	1 response
Civil Servant	1 response
Data Scientist	1 response
Student	1 response
EU Institution Staff Member	0 responses
Journalist	0 responses
NGO	0 responses
Researcher / Academia	0 responses
Other	1 response

**11 respondents**

indicated their preferences and opinion

Business association  
a month ago



# Survey insights: Awareness & Interest

## Initial **discovery** of the portal

From a friend/colleague	5 responses
Europa website	2 responses
Internet Search Engine (e.g. Google)	2 responses
National data portal	1 response
Event	0 responses
Non-EU website	0 responses
Press	0 responses
Publication	0 responses
Social media	0 responses
Other	1 response

The swedish portal said they upload to an European portal  
a month ago

## Channel preference

Twitter	5 responses
Digital media	4 responses
Events	4 responses
LinkedIn	4 responses
Printed media	1 response
Facebook	0 responses
Instagram	0 responses
Other	1 response

Wikidata need  
a month ago

## Most interesting **type of content**

Datasets	6 responses
Country insights	4 responses
Publications and reports	4 responses
Open data statistics	3 responses
Studies	3 responses
Training material	3 responses
COVID-19 specific datasets and data related initi...	2 responses
Featured highlights	1 response
Use cases	1 response
COVID-19 data stories	0 responses
Other	0 responses

## How retrieved **content is used**

For implementation in our business strategy	3 responses
For policy-making decisions	3 responses
For an academic purposes	1 response
For commercial purposes	1 response
To improve our business models	1 response
For a press document	0 responses
For development of an application	0 responses
Other	3 responses

right now I connect Open Data platforms to Wikidata and its knowledgebase  
<https://w.wiki/WMs>  
19 days ago

Wikidata  
a month ago

for information  
a month ago

^ Collapse question



How might we improve the portal findability through different digital channels ?

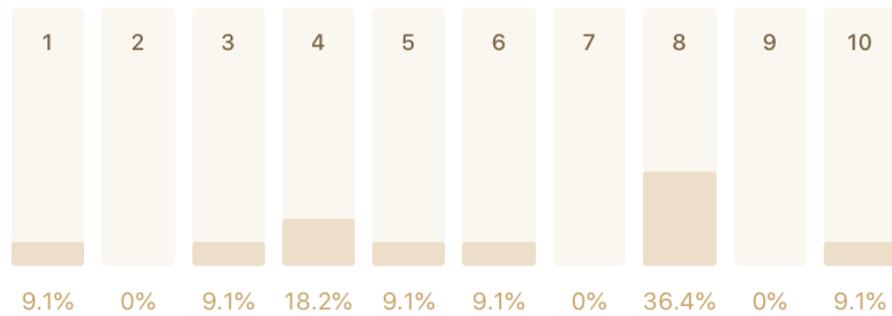
How might we suggest accompanying content for users' initial search to guide them better?





# Survey insights: Content satisfaction

### On content **variety**



Avg. 5.9

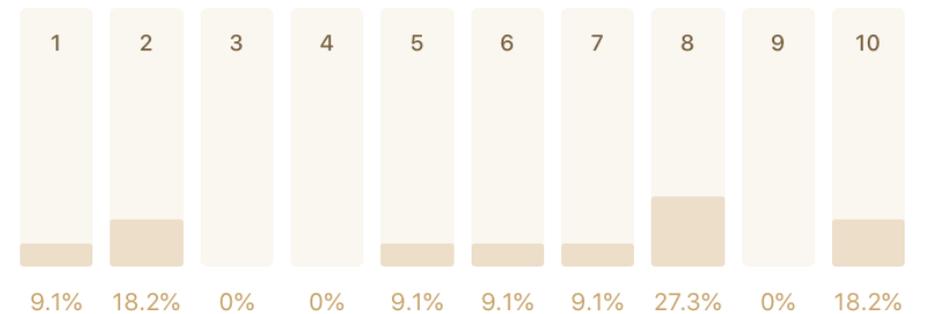
### Users' Suggestions for Improvement

*"Using DOI Digital Object Identifiers. as datasets are distributed to more places we need to know what dataset we have and the version of it. That you move away from literals and text strings and start use Linked data... Europeana has already failed because using text strings." (User 11)*

*"Real-time data sets" (User 10)*

*Linked data support (User 9)*

### On content **depth**



Avg. 6.1

### Users' Suggestions for Improvement

*"More raw data , better and easier API" (User 5)*

*"Make it more actionable" (User 2)*

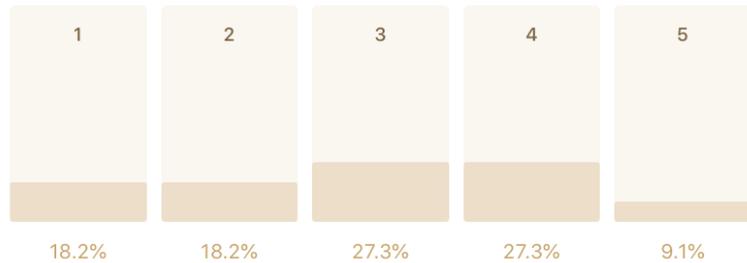
*"Keep the focus on upcoming developments (e.g. link with COVID-19 is very impressive)" (User 1)*

*"Maybe it's better to have different formats for users" (User 10)*

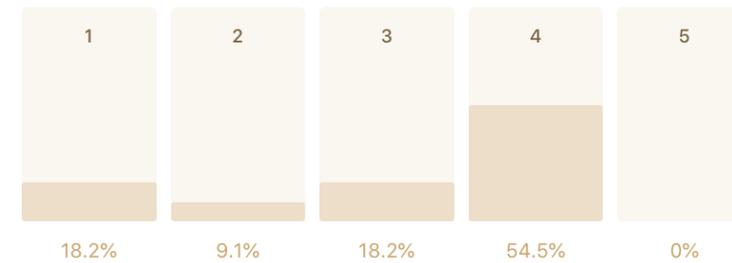
*"Make it easier to navigate"(User 6)*



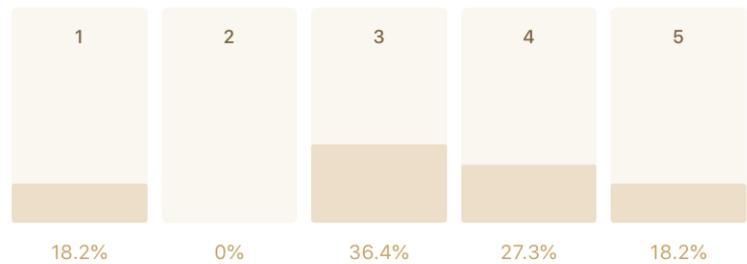
# Survey insights: User experience



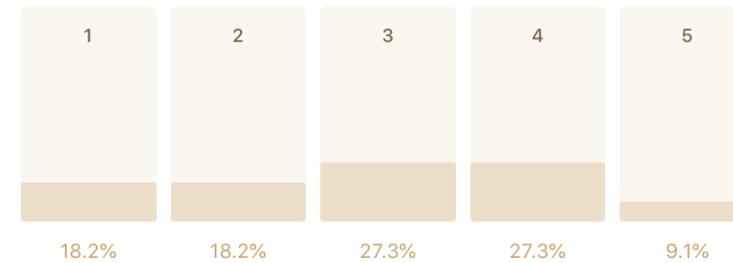
*"I can easily find what I am looking for on the portal"*  
(1: strongly disagree – 5: strongly agree)



*"I think the navigation bar is useful"*  
(1: strongly disagree – 5: strongly agree)



*"I like the visual design of the portal"*  
(1: strongly disagree – 5: strongly agree)



*"The information on the EPD is clearly presented"*  
(1: strongly disagree – 5: strongly agree)

## Negative Sentiments

*"Feels like an old platform... the SPARQL endpoint feels also give limited result and there is no easy way of discuss things..." (User 11)*

*"feels immature and not scaling as said before you need to use push Linked data both for the data and the metadata. What I have seen from the Swedish people involved I feel they have the wrong skill level..." (User 9)*

*"not intuitive, old fashioned, difficult to search and use" (User 5)*

*"I always discover something new hidden somewhere, sometimes it is outdated" (User 2)*

## Positive Sentiments

*"One of the best data portals. I am glad that i got what i wanted." (User 10)*

*"very good" (User 8)*

*"overall good" (User 6)*

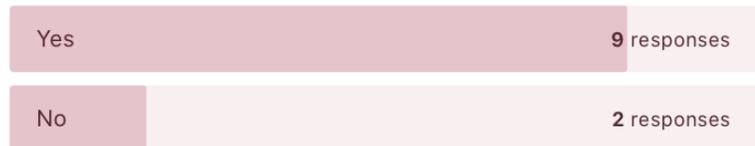
*"Good" (User 3)*

*"Good and informative!" (User 1)*

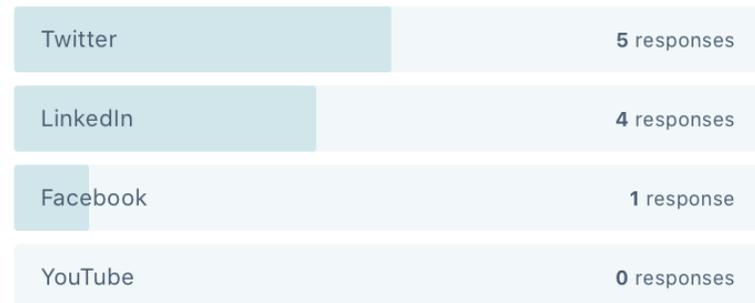


# Survey insight: Engagement

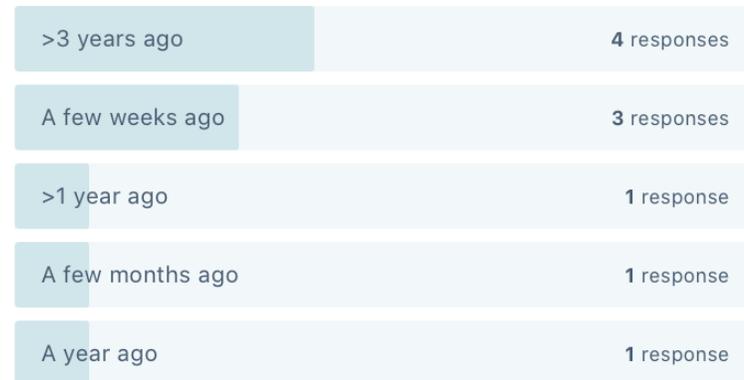
## Following EDP on social media



## Type of channels EDP is followed

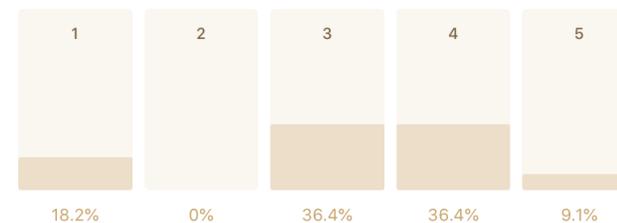


## When users started following EDP



## Satisfaction on social media presence

(1: least satisfied – 5: most satisfied)



### Side note

\*One of the users who rated this question with 1 is not following EDP on social media :D



# Interview insights: Overview

5

Interviews

~ 255

Minutes

5

Backgrounds

4

Member States

- *MS open data lead*
- *Research associate*
  - *UX consultant*
- *Start-up co-founder*
- *Cloud & data engineer*



# Interview insights: Value Proposition

## Context

- EDP has massive amount of datasets harvested on the portal and various type of reports, studies and publications available.
- EDP also has many dependancies on the national data portals
- There are also many different data portals (EU wide, national data portals etc.)

## Problems

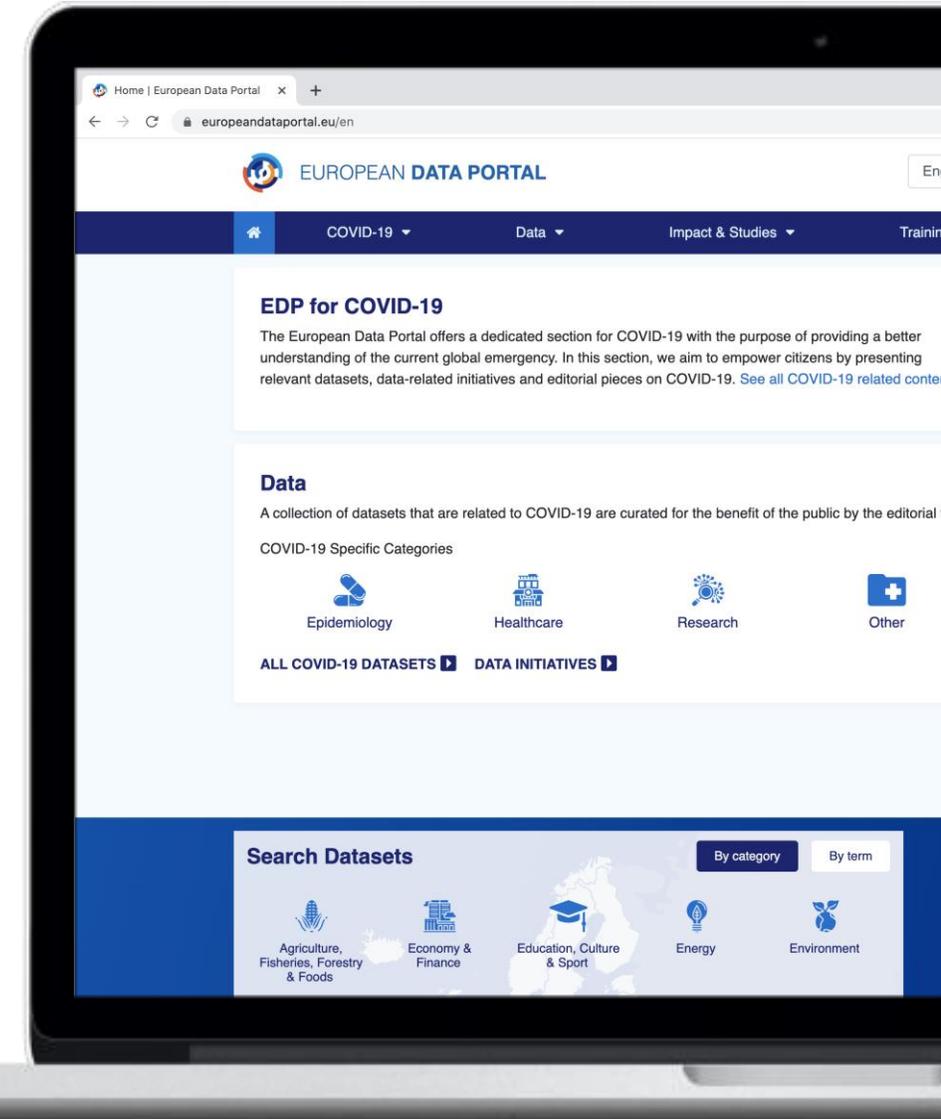
- It is not always clear what users can do or can find on the EDP, who is EDP for and what is the point of differentiation from the other portals
- For beginner users, the terminology is too technical sometimes and the amount of content available might confuse and intimidate users.

## Supporting Quotes

*"I would go to the EDP if I want to see the same type of data from different countries."  
(User 16)*

*"But actually I am confused sometimes because there is the EDP and there is another websites. Sometimes I am confused where I find what information. I am not sure if you have this connection between the portals ... "  
(User 15)*

*"...I can imagine people from outside of Europe, they would search first in the EDP ...We as member states maybe not even check in the first place on the EDP. Above all we are national oriented .  
(User 12)*





# Interview insights: Datasets – Providing Guidance

## Context

- The dataset section is one of the most important sections on the portal
- It is an ever growing section with the harvested data from the other portals

## Problems

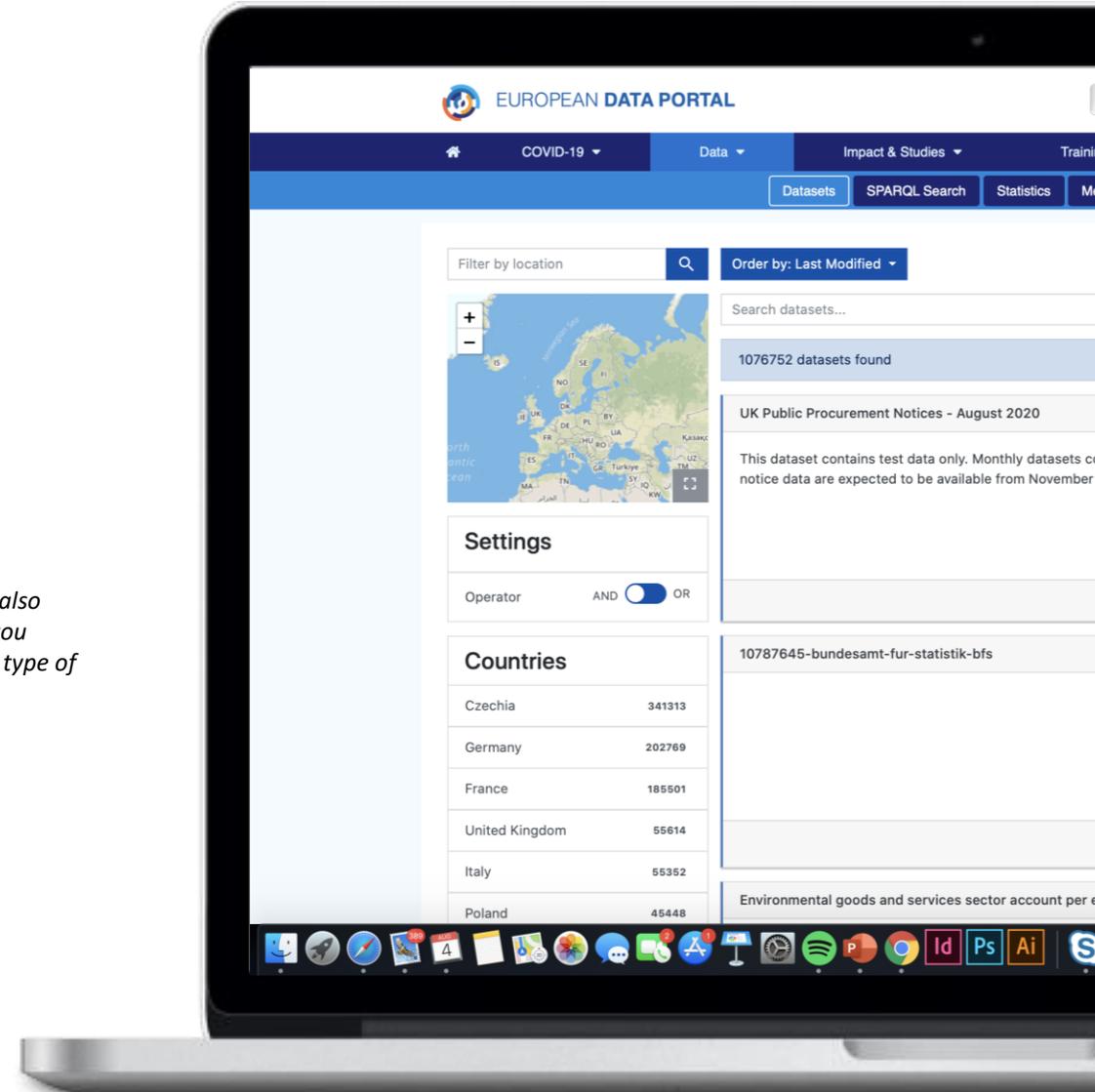
- Users seek for guidance when searching datasets to find quickly what they are looking for and what might be more interesting for them
- The lack of hierarchy when searched is making it difficult for users to find their way around

## Supporting Quotes

*“You have to know what you search for. You enter the world of EDP and you never know where you end up, - maybe on Wikipedia” (User 13)*

*“...The search function brings results in many kinds so it would be helpful to have hierarchy in the search results. The good datasets should be more popular. . (User 12)*

*“ We should think of data also more in a semantic way. Like also they have in Amazon right? You are looking at this product you might also like this other product. I think you need more this type of thinking in the data field ... ” (User 12)*





# Interview insights: Datasets – Fulfilling user goals

## Context

- The dataset section is one of the most important sections on the portal
- It is an ever growing section with the harvested data from the other portals

## Problems

- The lack of clarity on what users can achieve on the data section and the issues around harvesting is causing disappointment even though it is not entirely depending on the performance on the EDP
- Users want to be able to compare same type of data from different countries, however the current dataset section is not making it easy for them

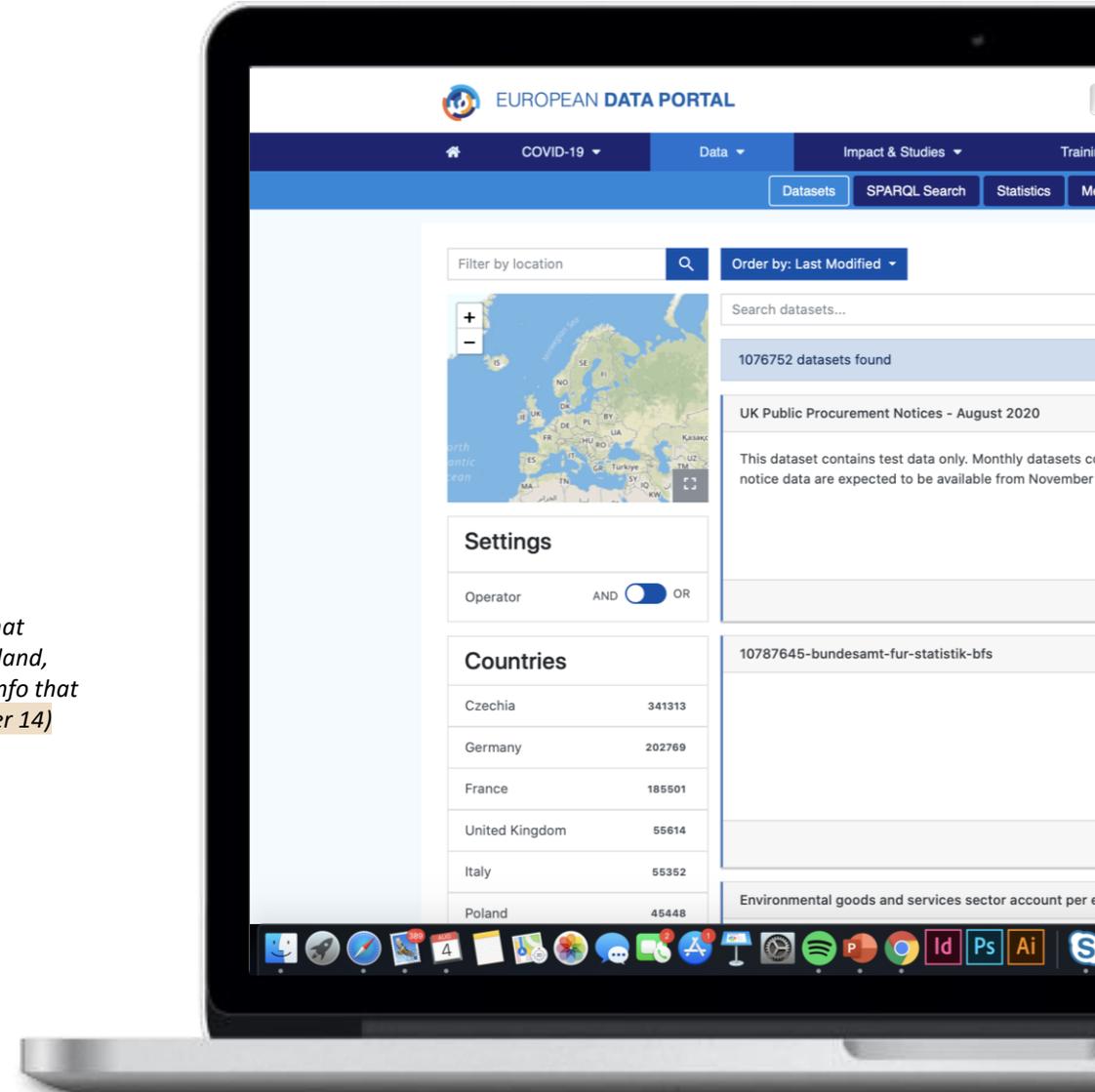
## Supporting Quotes

*"I would go to the EDP if I want to see the same type of data from different countries and compare because they are translated."*  
(User 16)

*"...I am mostly familiar with the EDP but I have to go to the other data portals in order to understand what is going on the EDP"*

*. (User 13)*

*"... So I go to the EDP to have an insight what are the info that other data portals contain on this subject like Ireland, UK Poland, Belgium compared to the French one so I can complete the info that I have or have translations or have better data quality"* (User 14)





# Interview insights: Datasets – Empowering users

## Context

- Users have different goals in mind when visiting the dataset section
- Users seek for interaction in every part of their lives and expect the same from the dataset section

## Problems

- Lack of categorisation and feedback on the datasets that are presented on the EDP
- There is no functionality that enables users to compare different datasets and interact
- The portal does not have the ability to remember the preferences of the users provide the expected guidance and possibility of interaction

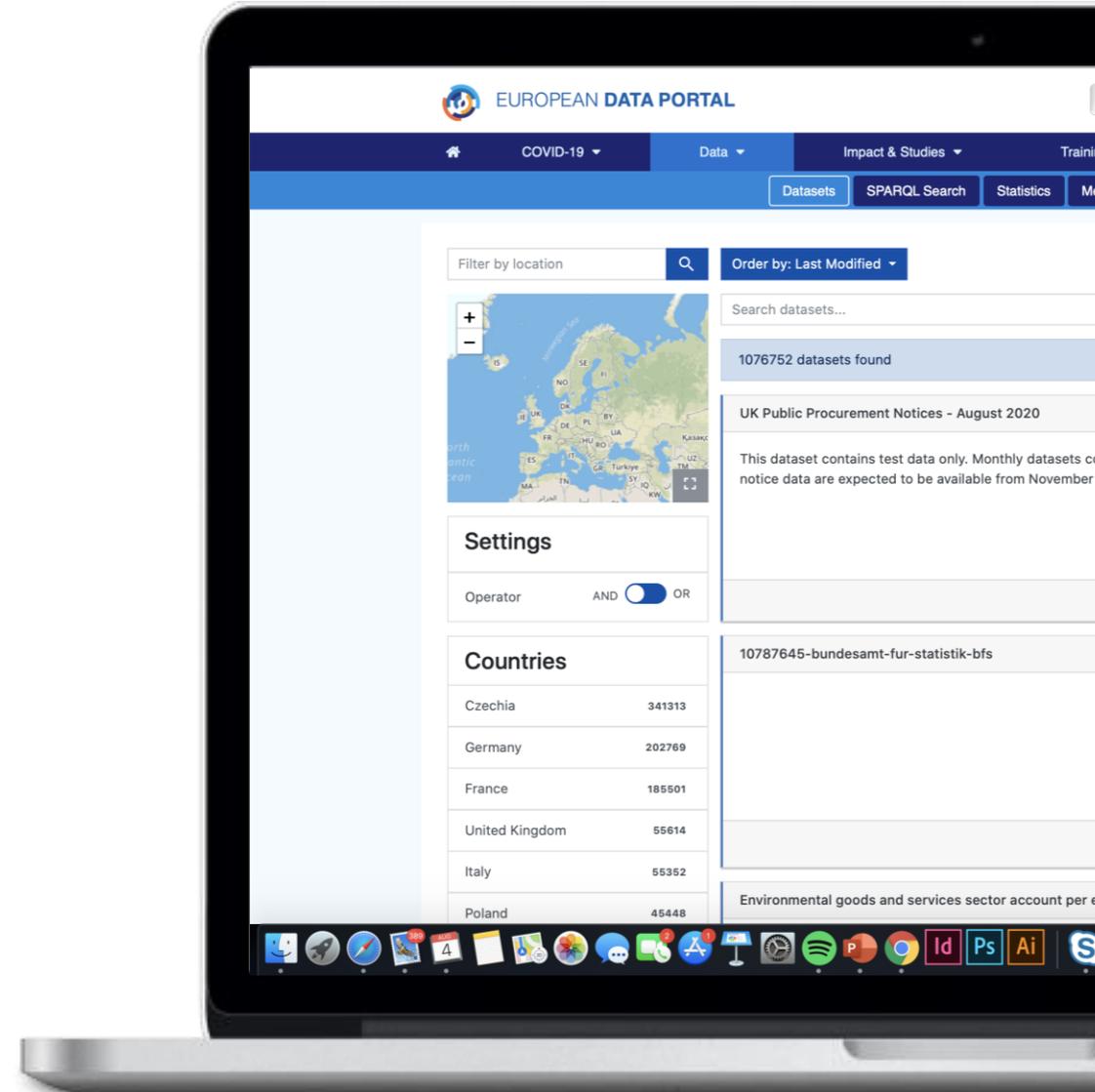
## Supporting Quotes

*“It would be perfect to have more the synthesis of data. You collect all these data and be the data analyst to tell us more on the power of data with the overview you have”*  
(User 12)

*“So, I think it should be possible to insert a comment or rate in any kind of data source or rating on like openness. Because it is only possible to understand this after reading for a few hours or maybe a whole day. So far it is really hard to understand the nature of the data that is on the website”*  
(User 14)

*“...Maybe the portal can suggest similar datasets that I would like”*  
(User 14)

*“...the portal should help bringing ideas further. For example, there is an app in City A\* that identifies the broken elevators and maybe the person in City B\* in another MS can get inspired on how to make it happen there.”*  
(User 12)





# Interview insights: Datasets – Editorial content

## Context

- Editorial content has a great potential in providing pan-European educational and inspirational material that can empower its different users to take action with open data
- Users are looking for most interesting content for their needs and interest

## Problems

- Users find it difficult to find the editorial content due to lack of intuitive categorisation, navigation and archiving
- Editorial content is key in engaging with the community. However, users from different skill level on open data and different backgrounds are interested in different type of content (MS. Vs. Research) or (expert user vs. beginner)
- EDP needs to have additional functionalities to enable a good reading experience

## Supporting Quotes

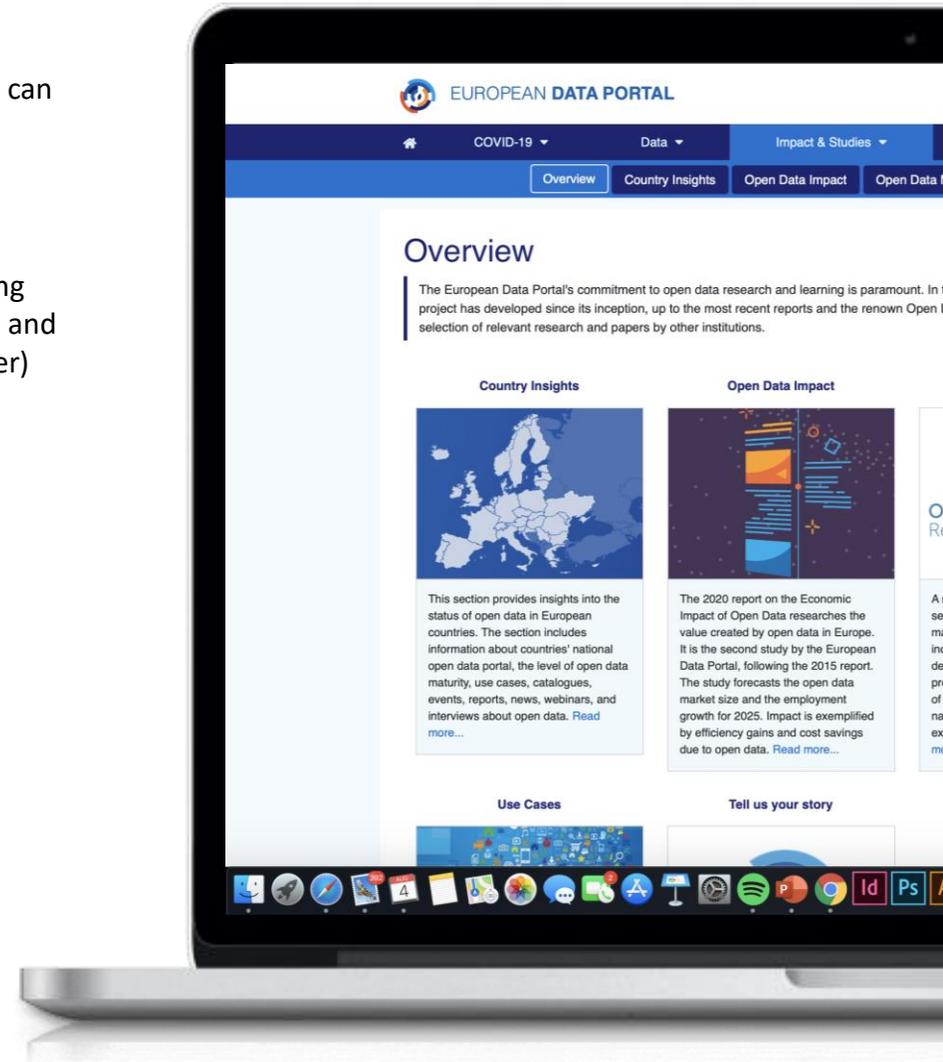
*“It is good to have a on one place all the necessary info, web links and etc that will get you to the proper place where you can find the more detailed answers”  
(User 12)*

*“There are a lot of topics interest me but I because I am new novice in the sector and sometimes I feel a little lost..”  
(User 15)*

*“...It also says it takes me 3 minutes to read it. This is really nice so I can either focus now or decide when can I read ..”  
(User 12)*

*“I actually search on Twitter or LinkedIn the article post and then I read it through that.”  
(User 13)*

*“You don’t get the maximum value out of it (editorial content).  
...  
It (the report) might be a highlight at the time but where do I find it afterwards. I can only find the news item not the report itself  
(User 16)*





# Interview insights: Statistics & Visualisations

## Context

- Data visualisations are found as of great value by the users especially for the non-expert users
- The statistics section was found to be important for international research

## Problems

- For non-expert users, visualisation tools seem to be very important in order to be able to understand the data and what they can do with it. Embedding visualisation tool on the portal enabling to visualise immediately different datasets, can magnify the impact
- Currently, statistics page is lagging behind in giving an overview in what happens in the open data field

## Supporting Quotes

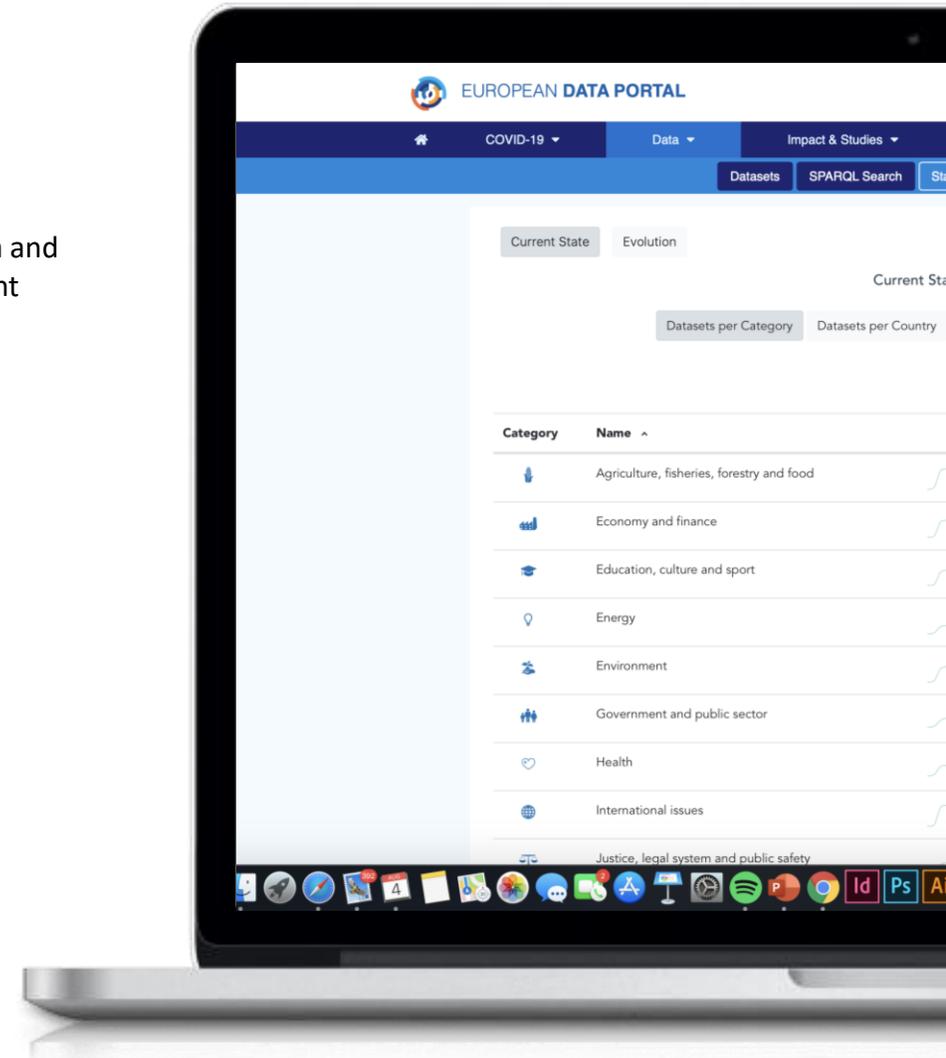
*“Yes but sometimes it is too technical for the citizens. Especially when I see geographical data for instance I want to click on, see it immediately there.”*  
*(User 12)*

*“I think it would be really nice to have a visualisation tool embedded so I can see immediately how the datasets can be visualised from different sources on one place.”*  
*(User 15)*

*“...Seeing the meta statistics is very interesting because you can get the idea of what is happening in the field of datasets. I see the data tress that I find interesting but also intimidating.”*  
*(User 15)*

*“People that are part of the community are already aware of the benefits, but there needs to be a step in between to make it more accessible to the general public, e.g., visualisation, application, video, or a game even.”*  
*(User 13)*

*“The statistics are helpful, the summaries are useful but I just don't find it reliable... The trend statistics tell me absolutely nothing... (Is it percentage, # of dataset, cumulative change) there is no context. Why don't we have the source data for that.”*  
*(User 16)*





# Interview insights: Experience & Interaction

## Context

- EDP is a portal with great amount of content and different CMS. However users do see just one portal
- EDP harvests and publish datasets as well as the editorial content to enhance the knowledge of the users

## Problems

- Users are preferring two way of communication and interaction on the portal (rate, comment, share etc.) that are similar to their other online experiences rather than just being presented the harvested/published content
- Users want to be guided in their content exploration (regardless of the type of content distinction) while navigating around the open data 'ocean'
- Even though EDP should seek for differentiating in terms of positioning, the user experience and interface should remind user of the portal experience to ensure a smooth transition between the portals

## Supporting Quotes

*"I also always love this 'cookie crumble' function in online shops for example that I am looking at a certain piece to buy and it is just the same with data then I see 'a haa!' the next upper category is this and that. So then I find more data in` this other category"*

*(User 12)*

*"In the French data portal, you can put it in your favourite and when there is an update you will be informed. I would like more fields when searching, I would lik`e to rate. In the French portal it is not focused on the data itself the comments or the rating."*

*(User 14)*

*"It would be great if the portal proactively contacted the national portals teams (to understand what we need) and provide appropriate content."*

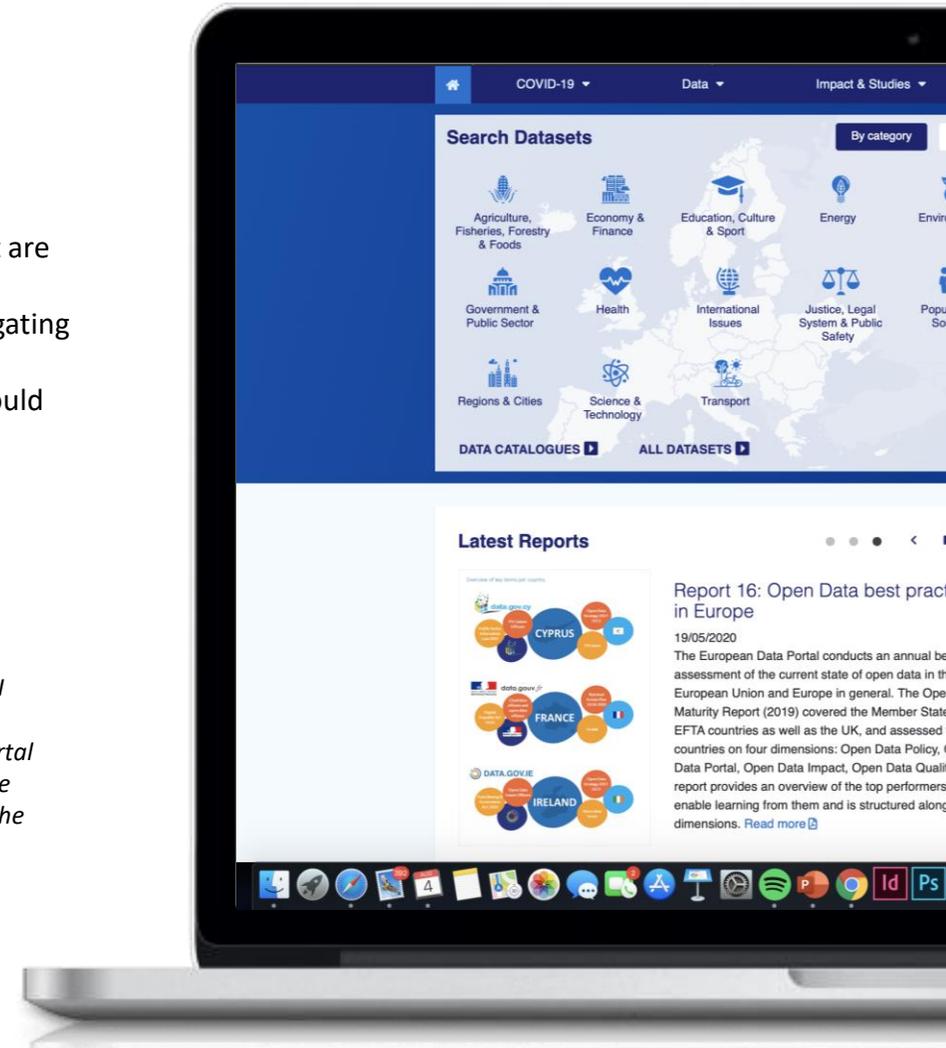
*(User 12)*

*"The areas where you can exchange/feedback with the users are the areas that will evolve better."*

*(User 15)*

*"They all end up doing the same. I looked at the German data portal and I felt at home because I knew the EDP"*

*(User 16)*





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