



# **New EFSA Website: Agora Project**

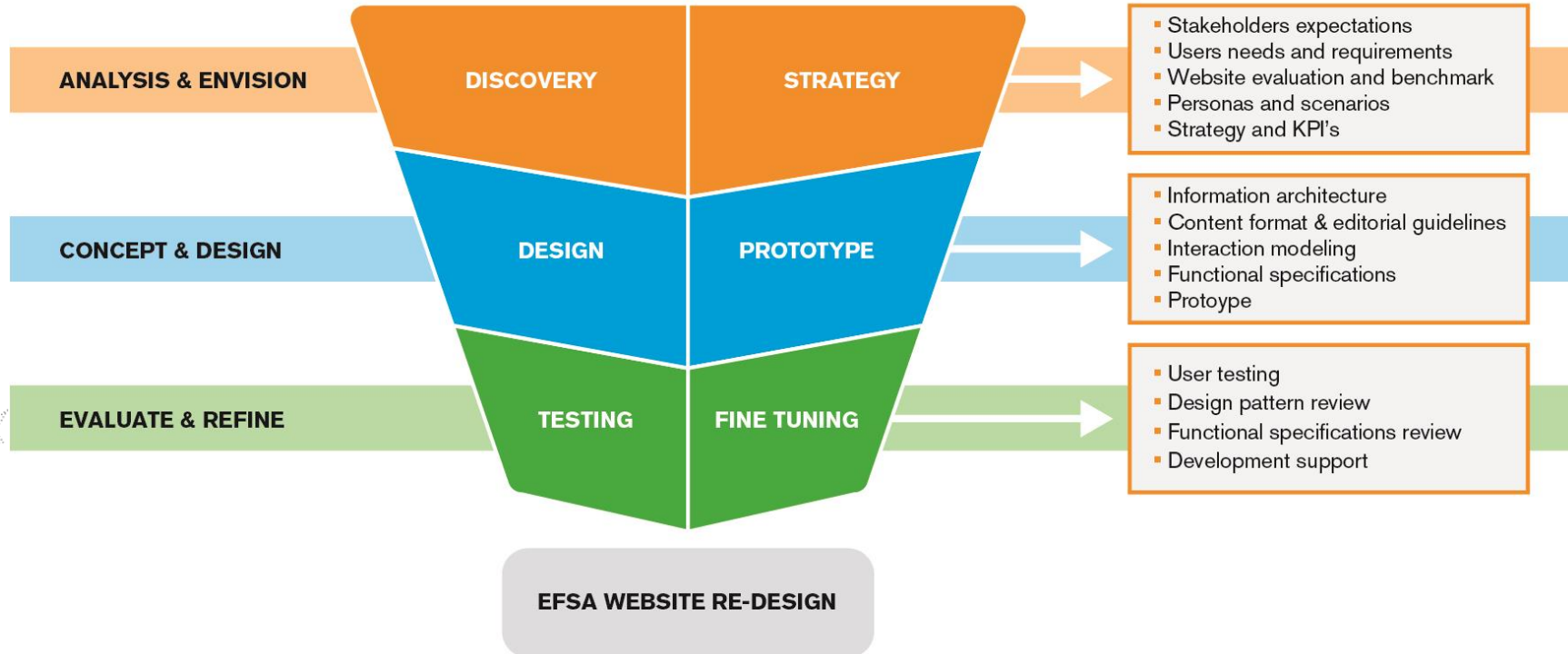
***Jacopo Alabiso  
Risk Communications Unit***

***26<sup>th</sup> Meeting of the  
Focal Point Network***

# OBJECTIVES



# USER CENTERED DESIGN



# THE TECHNICAL PROJECT

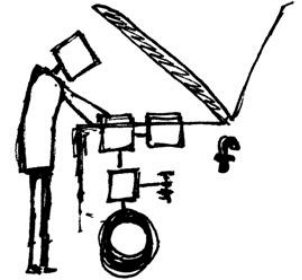
## Challenges

- >200.000 URLs, in large part unstructured
- Different layers of cutomisations, with little documentation
- Not supported by the IT contract
- Compressed project timeline
- Remote team, over 1300 tickets and 70+ hours of conf calls

# OUTPUTS

## Under the hood...

- OpenSource platform (Drupal)
  - Hosted on Amazon
  - Best of breed Newsletter and audiocast platforms
- 
- 3 times faster
  - Timely publications
  - Easier integrations
  - Dedicated contract for continuous improvements
  - Enhanced innovation capacity
  - Continuous security upgrades
  - Resources savings



# OUTPUTS

## ... on the front-end

- Organization of content and navigation based on user's main tasks (instead of Org. Structure)
- Content reduced to 1/3
- Mobile and tablet friendly
- Clear separation between "Subjects" and Panels
- Improved Content discovery
- Revamped visuals and improved usability



# DISCOVERY ACTIONS

## PEOPLE VOICE



target  
users  
interviews



answers from  
online survey



ERWG, AFWGC  
Interviews and  
workshops



Google  
Analytics  
analysis

## EFSA VOICE

*EFSA STAKEHOLDERS*



internal stakeholders  
interviews

*EFSA STRATEGY*



strategic documents  
analysis

## EXPERT EVALUATION

*An inside look*



social  
media  
evaluation



current  
website  
evaluation



content  
analysis

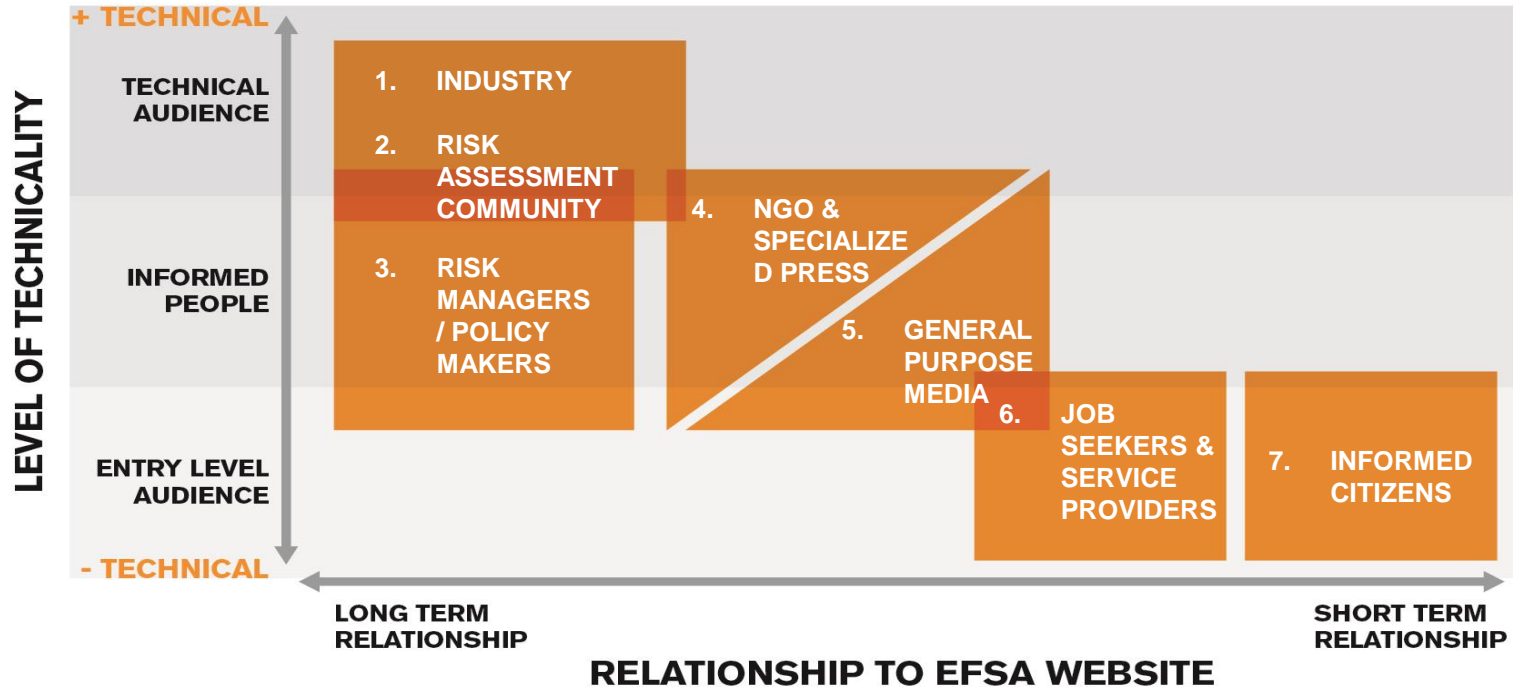


External websites  
analyzed

*An outside look*



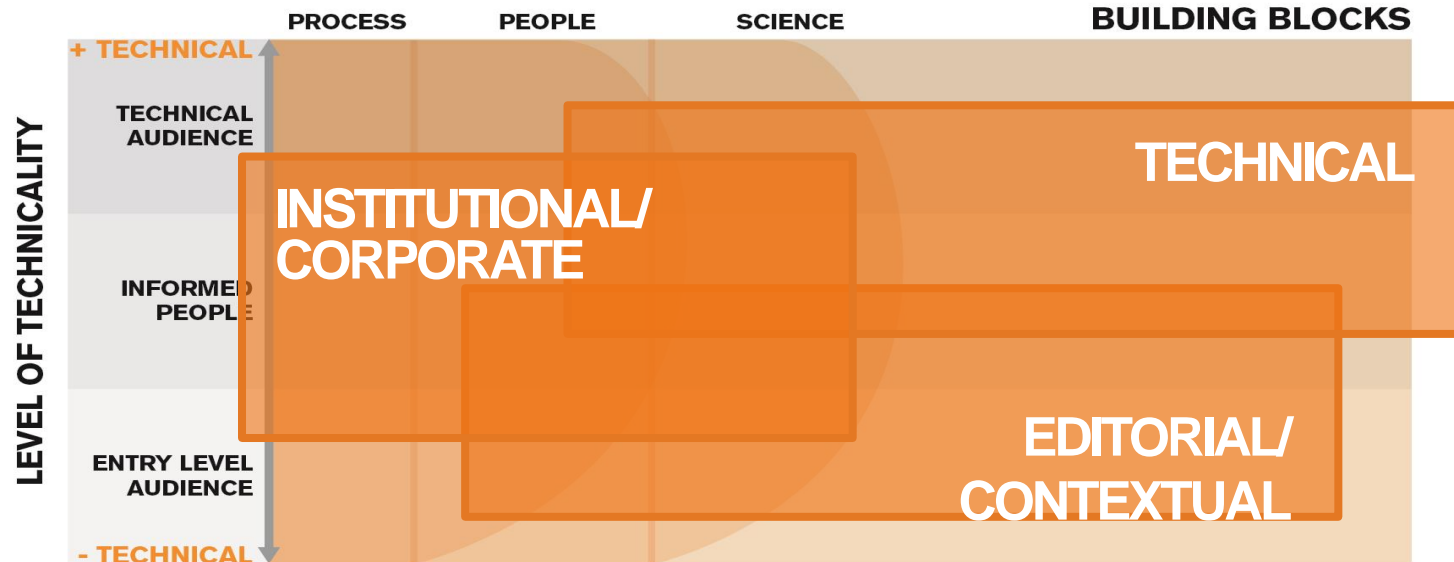
# TARGET USER SEGMENTATION ANALYSIS







# CONCEPT ILLUSTRATION



# PERSONAS

“Personas are **archetypes** built to identify our real users profile, needs, wants and expectations in order to design best possible **experience** for them” (Alan Cooper)

“The purpose of personas is to create **reliable and realistic** representations of your key audience segments, [...] based on **qualitative and quantitative user research**” (usability.gov)



**Réka Nagy**

*Policy maker / risk manager  
MEP assistant*



**Mark Spitznagel**

*Industry representative  
Senior research officer*



**Pedro Delgado**

*Media representative  
Senior reporter*



**Lefteris Kazakis**

*Risk assessment community  
GMO assessment methods expert*



**Laura Delvaux**

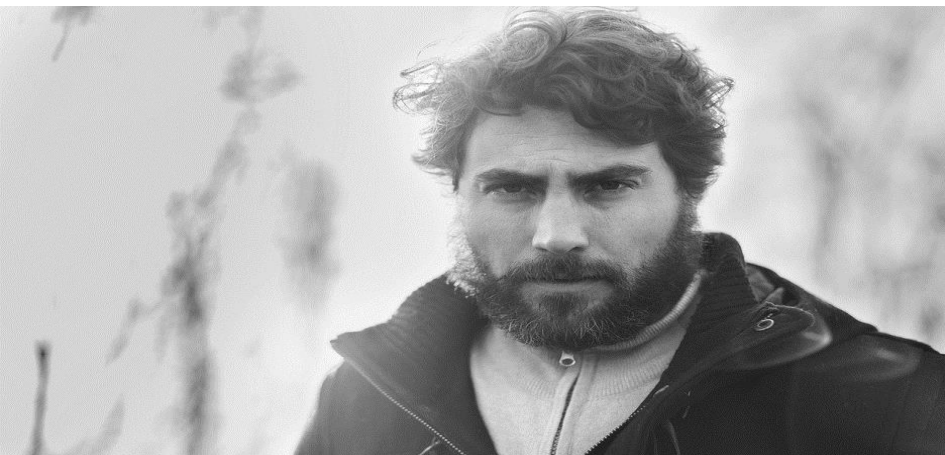
*NGO representative  
Organic food activist*



**Rita Darmian**

*Citizen interested in food issues  
Wellness coach and nutritionist*

# Lfteris Kazakis



## GMO assessment methods expert

### About him

- 37 years old, Greek
- Microbiological degree and postdoc studies in London
- Travels a lot, frequent participant to scientific congresses on her field (US and far-east Asia)
- Vast network of relations with other experts in the field of GMOs
- Speaks Greek, English and French
- Above average computer skills. Uses both laptop and e-reader

### About his job

- Working in the Genetic identification laboratory of the Hellenic agricultural organization (HEO)
- Expert in methodologies of GMO assessment, team coordinator for a project on GMO corn
- Knows EFSA well for having collaborated with the GMO panel working group, and being registered in EFSA Expert DB
- Liaises with EU scientific institutions as a referent for EURL network
- Actively involved in providing open standardized data to other EU institutions through an open data portal

### Needs from EFSA website

- To browse for up to date scientific works on GMO assessment methodologies
- To be updated to the GMO panel work and to read minutes and info on ongoing scientific work
- To keep his team updated on the most innovative methodologies for GMO assessment
- To register to scientific conferences held by EFSA

### Level of technicality

ENTRY LEVEL

INFORMED

TECHNICAL