

Dissemination of ITF statistical activities

Web developments

April 2015

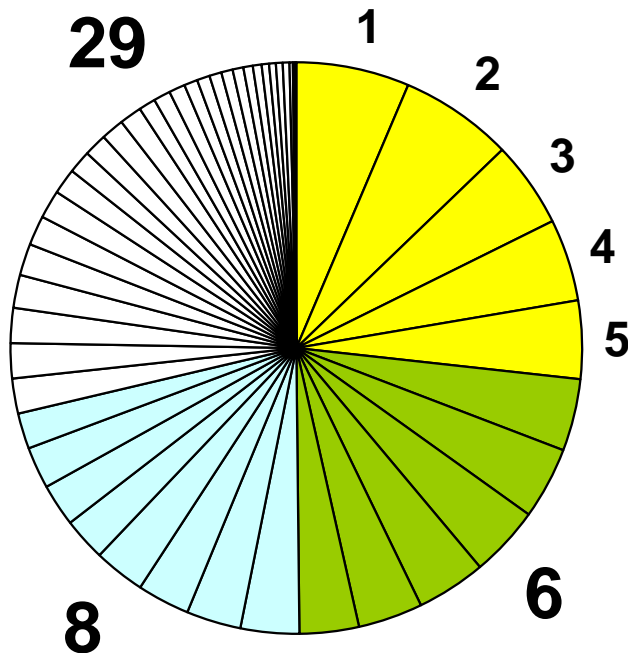
ITF web development

- Website mission: **“make it easy to create, use and find knowledge for better transport policy”**
- Extensive user research for first time: an outside-in approach
- Empirical testing to determine: “top tasks”, audiences, taxonomy (navigation), page layouts/design



Site visitors voted in to choose their Top Tasks

5 tasks (out of 48) accounted for over 25% of votes, and 11 tasks took 50% of the votes.




1. Research discussion papers, briefs, summaries
2. Research final reports (roundtables, working groups, Outlook)
3. Transport economics, pricing, taxation, investment
4. Statistical analysis, indicators
5. Policy positions, recommendations, best practices



Customers' Top Tasks

1	Research discussion papers, briefs, summaries	6.4%	
2	Research final reports (roundtables, working groups, Outlook)	6.0%	
3	Transport economics, pricing, taxation, investment	5.2%	
4	Statistical analysis, indicators	4.7%	
5	Policy positions, recommendations, best practices	4.7%	Top 25% of votes
6	Urban transport (incl. walking, cycling, public transport)	4.1%	
7	Sustainable transport, environment	4.0%	
8	Country information (statistics, policies)	3.9%	
9	Safety in transport	3.9%	
10	Freight, logistics, trade	3.5%	
11	Datasets, raw data (access, download)	3.3%	
12	Transport technology, innovations	3.2%	Top 50% of votes
13	Delegate documents (login, passwords)	3.1%	
14	Calendar of events, meetings (e.g. roundtables)	2.8%	
15	Compare countries / regions; rankings, benchmarking	2.6%	
16	ECMT / CEMT (resolutions, publications)	2.5%	
17	Statistical sources and methodology	2.2%	
18	Infrastructure	2.2%	
19	Statistics releases, schedule	2.2%	
20	Projections / forecasts	2.2%	
21	Summit programme, theme, objectives	2.1%	
22	Security in transport	2.0%	Top 75% of votes
23	Passenger transport	1.8%	
24	Programme of work / past, current, and future research topics	1.8%	
25	List of ITF publication types	1.5%	
26	Summit outputs, outcomes, testimonials	1.5%	
27	Organisational structure, governance / legal framework, procedures, funding	1.5%	
28	Press releases / statements, media kits, photos / videos	1.4%	
29	Partnerships, collaboration, external experts working with ITF	1.4%	
30	Accessible and inclusive transport	1.2%	

We then asked 10 people to complete six top tasks



The screenshot shows the International Transport Forum website header and navigation menu. The header includes the ITF logo, the OECD logo, and three main navigation buttons: 'Annual Summit', 'Think Tank', and 'Intergovernmental Organisation'. Below the header is a search bar. The navigation menu is located on the left side and includes a 'Home' button, a search bar, and a list of topics under the heading 'TOPICS'.

Annual Summit
Find out about the International Transport Forum's Annual Summit

Think Tank
Learn about research and statistics from the International Transport Forum

Intergovernmental Organisation
Read more about member countries, policy positions and ministerial statements

Home

Google™ Site Search

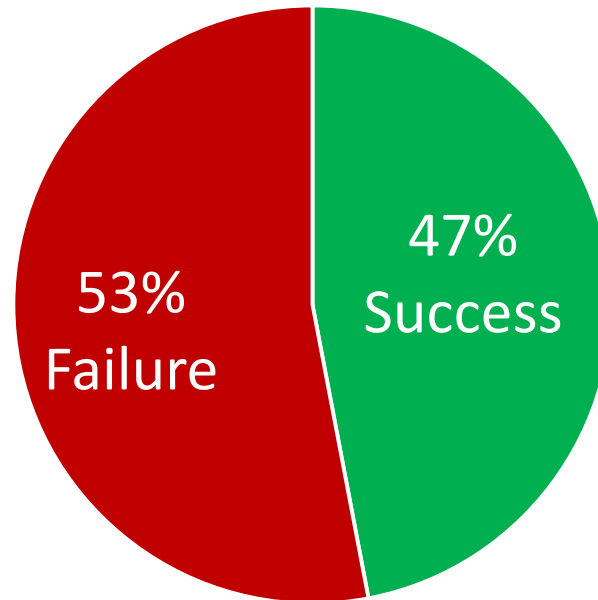
About
Calendar
Delegates
Publications
Press
Contact Us

TOPICS
Accessibility
Aviation
Environment
Globalisation
Infrastructure
Maritime
Rail
Road Safety
Road Transport
Security
Statistics
Urban

Site navigation and categorization should support people trying to complete the most important tasks

47% success rate

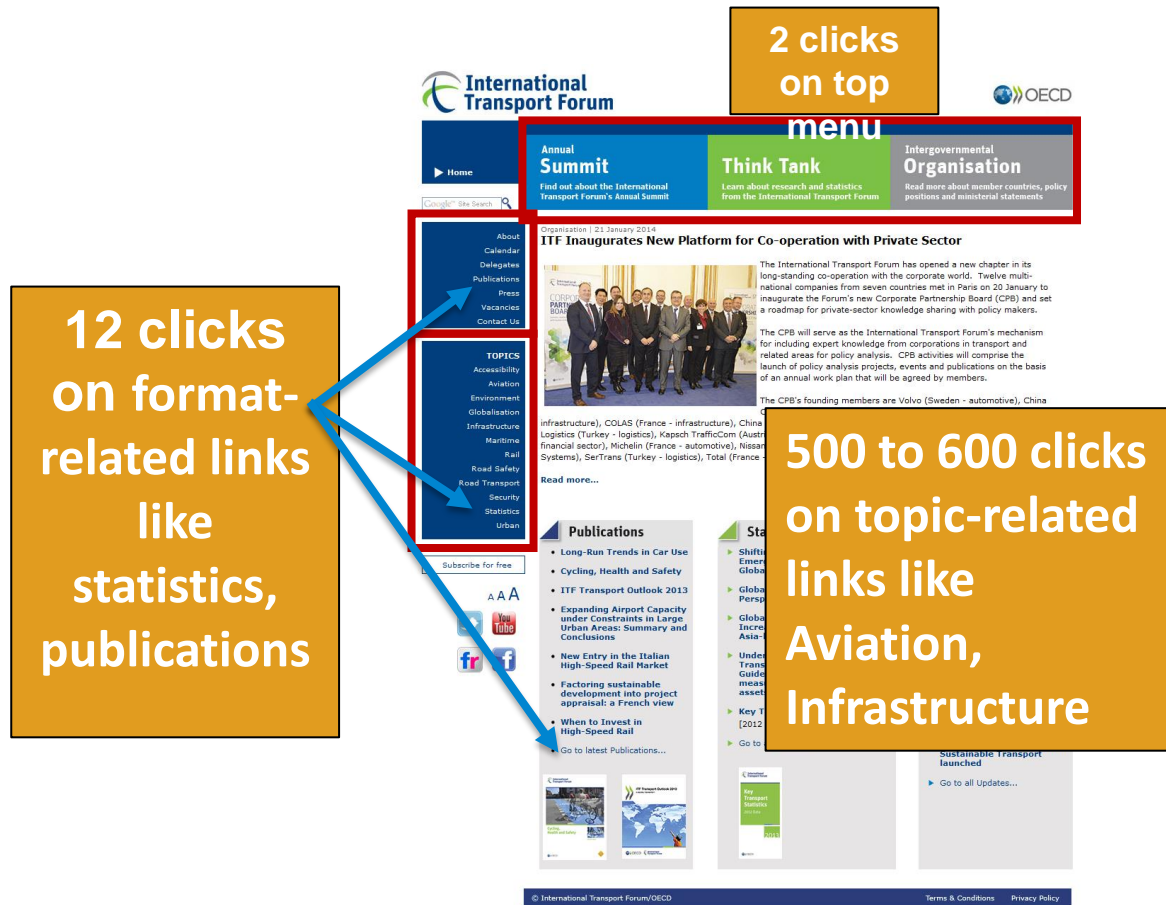
New navigation model needed



What did we learn about site users' behaviour?

Following **topic-related links** was the dominant behaviour.

They found the topic of interest first, then chose a format



12 clicks on format-related links like statistics, publications

2 clicks on top menu

500 to 600 clicks on topic-related links like Aviation, Infrastructure

International Transport Forum

Home

Annual Summit
Find out about the International Transport Forum's Annual Summit

Think Tank
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Intergovernmental Organisation
Read more about member countries, policy positions and ministerial statements

Organization | 23 January 2014
ITF Inaugurates New Platform for Co-operation with Private Sector

The International Transport Forum has opened a new chapter in its long-standing co-operation with the corporate world. Twelve multinational companies from seven countries met in Paris on 20 January to inaugurate the Forum's new Corporate Partnership Board (CPB) and set a roadmap for private-sector knowledge sharing with policy makers.

The CPB will serve as the International Transport Forum's mechanism for including expert knowledge from corporations in transport and related areas for policy analysis. CPB activities will comprise the launch of policy analysis projects, events and publications on the basis of an annual work plan that will be agreed by members.

The CPB's founding members are Volvo (Sweden - automotive), China Infrastructure, COLAS (France - infrastructure), China Logistics (Turkey - logistics), Kapsch TrafficCom (Austria - financial sector), Michelin (France - automotive), Nissan Systems, SerTrans (Turkey - logistics), Total (France - energy).

Read more...

Publications

- Long-Run Trends in Car Use
- Cycling, Health and Safety
- ITF Transport Outlook 2013
- Expanding Airport Capacity under Constraints in Large Urban Areas: Summary and Conclusions
- New Entry in the Italian High-Speed Rail Market
- Factoring sustainable development into project appraisal: a French view
- When to Invest in High-Speed Rail

Go to latest Publications...

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Next step was to test a new structure based on the top tasks

- ITF team proposed a navigation design / categorization system for the website based on findings from previous stages, and we invited people to test it
- Between 40 and 70 people participated in each of the six rounds of testing

16 simple questions for test participants

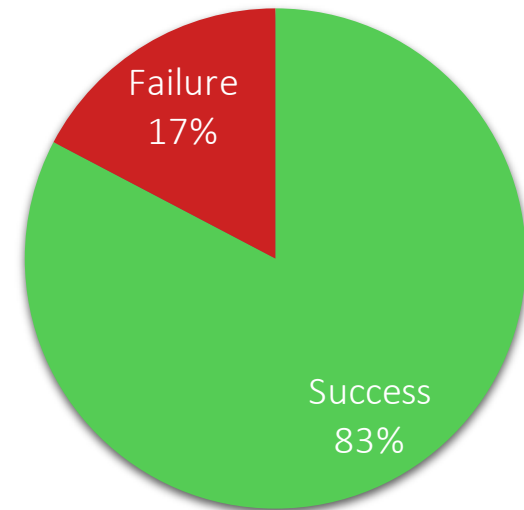
Where would you click on the new architecture to answer the questions?

- “Find the discussion papers prepared for the Roundtable on High-Speed Rail”
- “Find out about the types of airport taxes paid in Europe”
- “Find the latest ITF information on the CO2 emissions from transport”
- “Check if the ITF has organised an event on travel security in the last two years”
- “What did Ministers agree in relation to railway liberalisation at their 2012 Summit?”



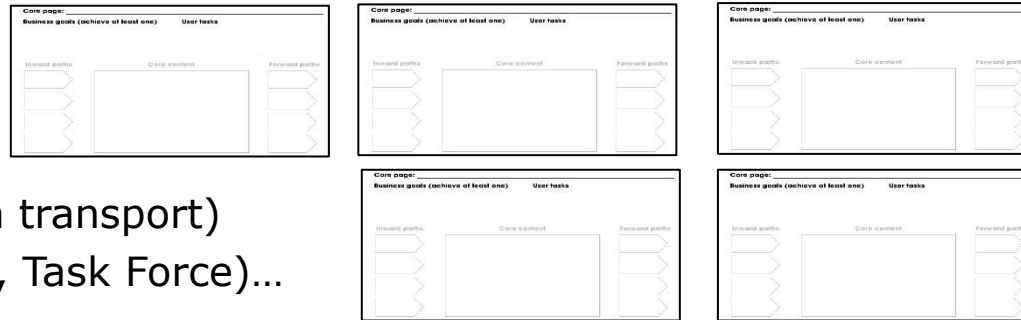
Final testing score rose to 83%

- Categorization and menu structure now are in line with what people coming to the site are expecting
- 83% success rate shows far better findability than the current structure



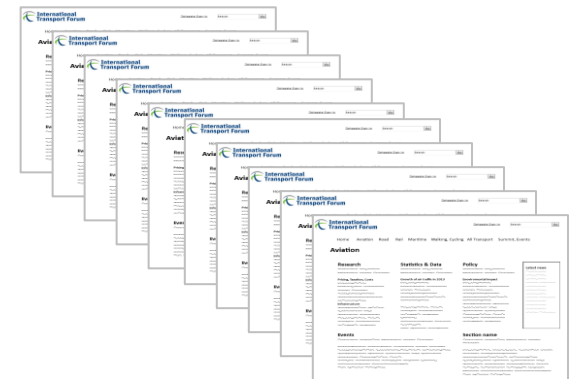
Layout design 5 core pages

- Modal pages
- Summit
- Home
- Cross-cutting (urban transport)
- Delegate page (TMB, Task Force)...




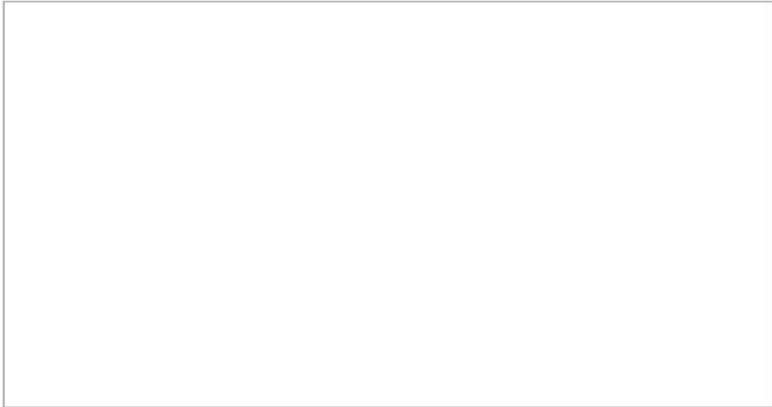







10 page designs

- Content modules, linking, tools, next steps, headings
- Prioritization of content (critical for mobile)
- Online workshops on each page
- General design guidelines for all pages supplied



Core Model

- Key page types form a critical path to task completion

Core page: _____		
Business goals (achieve at least one)	User tasks	
.....	
.....	
.....	
.....	
Inward paths	Core content	Forward paths
		
		
		
		



Website build and reiterative improvement

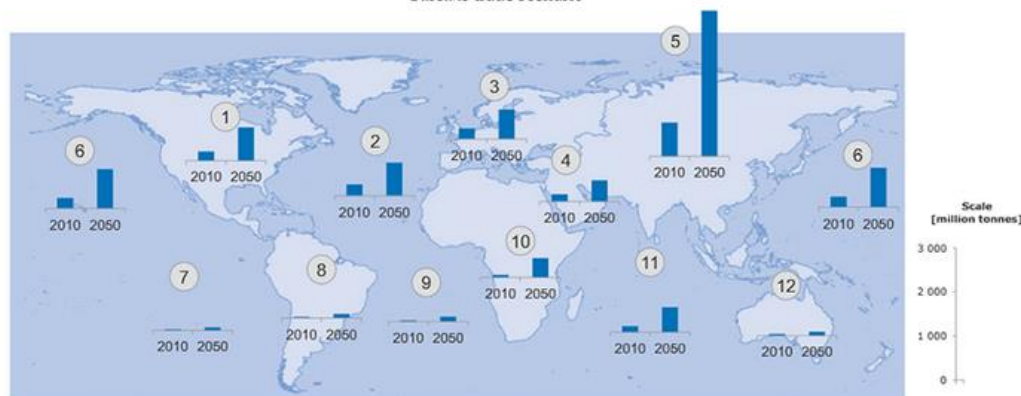
- Open Source Content Management System (CMS) - allows modularisation and “future proofing”. ITF will use Drupal technology
- Searchability is essential (most users will find our content via web searches) – this includes metadata and microdata
- Responsive design: mobile first. Some markets are already mostly mobile
- Key Performance Indicators (KPI) will allow “fine tuning” based on continual user testing for communication/dissemination objectives



Dissemination of Statistical Activities

- “Granular” approach to information (we have several “levels” of audience for our statistical work)
- Narrative/story telling as entrée to information
- Data visualisation/interactivity

Figure 3.4. International freight CO₂ emissions by corridor: 2010 and 2050
Baseline trade scenario



1) North America; 2) North Atlantic; 3) Europe; 4) Mediterranean and Caspian Sea; 5) Asia; 6) North Pacific; 7) South Pacific; 8) South America; 9) South Atlantic; 10) Africa; 11) Indian Ocean; 12) Oceania.

Dissemination of Statistical Activities

- Linking statistical information to key strategic communications goals (e.g. low carbon economy, shifting wealth) will be on policy-makers' agendas
- Short formats: video, Twitter, LinkedIn
- Your ideas, experiences, suggestions...



OECD @OECD · Jan 28

RT @OECD_Pubs: CO2 emissions from int'l #freight 2 grow most in Asia by 2050 oe.cd/QM #TransportOutlook

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← ↻ 27 ★ 14 ...

View photo

Thank you