eNOTICE
European Network Of CBRN TraIning Centres

D5.3 eNOTICE evaluation report on the functioning of the information and communication platform Y1

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Executive Summary

This deliverable describes a preliminary version of the evaluation methodology to be used for the recurring evaluations of the eNOTICE information and communication platform. As the actual evaluation does not start until M24 (August 2019), the described methodology is only meant as a first approach that will be refined and updated once the evaluation begins.

The description of the methodology starts from the eNOTICE objectives and a short overview of website usability models used in literature.

The methodology consists of a mix of quantitative and qualitative parameters. For the quantitative aspects, such as the number of visits, duration etc. monitoring tools will be used to gather the data. For the qualitative aspects, such as user satisfaction, a survey will complete the data.

The methodology is applied partially to the public eNOTICE website to test and validate the part of the methodology regarding quantitative parameters. The methodology is found to provide interesting and significant insights into the visitors' profiles and usage of the eNOTICE website.

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1 Introduction

This chapter provides a short overview of the underlying context and overall objectives, the motivation to perform regular evaluations, and the approach for this deliverable.

1.1 Context and overall objectives

eNOTICE is a H2020 funded project and aims at building a European network of CBRN Training Centres - TCs. The key activities and consecutive steps in building this network consist of 1) the identification and mapping of CBRN TCs, including the inventory of their capabilities (thematic expertise areas) and infrastructure for testing, demonstration, serious gaming and simulations (Task 2.1.1 and D2.1, May 2018); 2) creation of visibility for these Centres, their capabilities and expertise. The latter will mainly be done through publication of information on these TCs' organisation and their activities on a dedicated web-based platform, the so-called “eNOTICE Community Centre” (ECC).

One more critical feature of the eNOTICE Community Centre is the search function, which will allow safety and security stakeholders to find a TC that matches their needs for research, training, exercises, testing, demonstration, simulation, and serious gaming.

The web-based platform will also create visibility for the eNOTICE activities that are chosen to make this network dynamic. These activities include: the organisation of so-called “Joint Activities” (i.e. field exercises, table tops, simulation and serious gaming exercises, combined with testing, validation or demonstration on new tools, technologies, etc.); and best practices, identified or provided by the eNOTICE activities, such as guidelines and templates to organise CBRN field exercises, table top exercises, simulations and serious gaming (Task 4.1); policy recommendations and recommendations to optimise resources (Task 4.4).

The mapping and other activities to build the network are part of WP2 (Framework for a sustainable European CBRN TC network) and WP4 (Integration, optimization and joint activities), the developments of the web-based platform and applications are covered by WP3 (Information and communication platform and dissemination). In order to ensure continuous improvement during the whole duration of the project and to enable delivering a mature platform by year 3 of the project, a substantial part of WP5 (Project management) has been dedicated to quality monitoring and continuous internal evaluation and improvement.

1.2 Motivation for the evaluation

This deliverable is part of WP5 (Project management and quality monitoring) and provides one of the results of Task 5.2.2 (Evaluation of the functioning of the web-based platform).

As the prerequisite for a successful evaluation is a fully operational platform (M24), this deliverable does not contain the evaluation per se, but establishes the general methodology to be further improved and used in the recurring evaluations in the forthcoming process as described in the DoA:

This task will monitor the functioning of the web-based platform once fully operational (M24). Monitoring will be based on the user requirements, defined prior to the development, based on the input from WP2 (esp. Tasks 2.3 and 2.4). Input from UPB (which hosts and maintains the platform during the project) on the number of visits, frequency of use of the web-based applications can be completed with user surveys to regularly evaluate and continuously improve the platform's functioning.

The eNOTICE web-based platform will provide a variety of tools that can be used for communication and information exchange. The usage and functioning of these tools are monitored to identify the potential for improvements and to recognize and eliminate potential obstacles (i.e. low usability of some tools). The detailed functionality of this will be described in the following sections.

1.3 Characteristics and functionalities of the web-based platform

The following section presents a brief overview of the tasks related on the development of the web-based platform according to the user-oriented requirements. The output of these tasks will be evaluated in Task 5.2.2 throughout the project.

1.3.1 Task 3.2: Development of a web-based platform to share information and encourage communication

Web-based applications – adapted to the needs of the addressees – will enhance sharing of information and encourage communication, such as shared good practices, the search function based on the TC capacity label, an event calendar, discussion forum, etc. For security reasons, access to the platform will be partially restricted to registered and/or authorized users, especially to the parts containing sensitive data which will be restricted areas.

Task 3.2 started in Month 6.

1.3.2 Task 3.3: Further development and maintenance of the web-based platform

In the second stage of development (once the basic functions are operational), the website will be extended with content mapping against broader policy objectives of the European Commission EU security agenda, such as DG HOME Community of Users, DG DEVCO CBRN CoE initiative, collaborative ongoing R&D and networking projects, etc.

Task 3.3 will start in Month 25.

1.3.3 Task 3.4: Integration of platforms and interfaces

Appropriate websites with identical, similar or complementary goals and with identical, similar or complementary target groups have been identified in Task 2.3 in search of lessons learnt from existing initiatives (see eNOTICE D2.4 Report on Key Performance Indicators for a successful CBRN network, June 2018). Collaboration with those networks and platforms will be initiated and links between them will be considered, by means of integration or interfaces.

Task 3.4 will start in Month 13.

1.4 Links to other tasks

The main input for Task 5.2.2 is produced in WP3, in the tasks described in section 1.3. These tasks, however, receive input from the tasks in WP2 (e.g. Task 2.1, Task 2.2, Task 2.3 and WP4 (Task 4.4).

The outputs from Task 5.2.2 are mainly used in Task 3.3 (further development and maintenance of the web-based platform) to improve the eNOTICE Community Centre. Additionally, the results of this task will be used in WP5 (project management and quality monitoring), e.g. in Task 5.2.1 (Quality management)

1.5 Approach

As a first step, the basic evaluation methodology will be elaborated (Chapter 2 and Chapter 3). This chapter will provide a general overview of potential evaluation methods used to assess and measure the success of the information and communication platform – in a technical and conceptual way. Based on this methodology, the tools and instruments, such as a user survey, will be developed. They are described in Chapter 4.

Chapter 5 contains preliminary generic monitoring results on the usage of the public project website. In future deliverables, this will be extended to cover monitoring data from the complete eNOTICE Community Centre. At this point in time, this information is only provided to test the capabilities of the monitoring tool.

In the end, a short summary and an outlook on the future work will be presented (Chapter 6).

2 Methodology

The eNOTICE Community Centre - ECC - pursues two main objectives: visibility of training centres and interaction in the form of information exchange and communication between the members. These objectives can be further split up into internal and external objectives and refined. A first list of these refined objectives, which will be updated based on the final architecture of the ECC and input from other tasks and deliverables (e.g. D2.4) is as follows:

Visibility (internal):

- visibility of eNOTICE Joint activities
- visibility of eNOTICE best practices
- visibility of eNOTICE policy recommendations

Visibility (external):

- visibility of the network members
- visibility of the network members' activities

Interaction (internal):

- Consultation of the best practices
- Use of the best practices
- Consultation of policy recommendations
- Use of the policy recommendations
- Feedback/comments on best practices, policy recommendations

Interactions (external)

- Possibility to discuss with peers
- Possibility to share ideas

These objectives will be matched with functionalities of the web-based platform and instruments to monitor them and will be identified once the architecture of the eNOTICE Community Centre is final (M24).

2.1 General approach to the monitoring

The ECC can be seen as a core supporting instrument in eNOTICE, enabling the project's goals and needs that should also take into account the needs and expectations of different eNOTICE stakeholders. The following sections highlight some aspects and methods that are relevant for the monitoring of the functioning of the eNOTICE Community Centre to evaluate and guarantee the meeting of demands mentioned above.

In general, the "functionality" of the information and communication platform can be divided into technical functioning and content quality (see Figure 2.1). The content is a more critical factor, nevertheless, both are intertwined, and the website does not reach the full potential with deficits in the technical function. Therefore, both aspects have to be taken into account in their interplay during monitoring and evaluation.

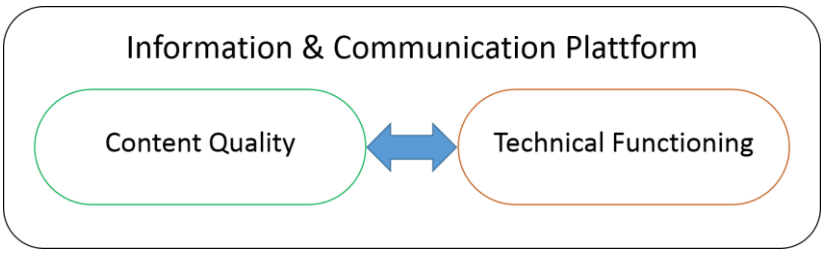

Figure 2.1: Core Elements of Functionality (own elaboration)

The criteria that the authors of the website have to consider in order to reach high content quality include correctness and relevance of the information as well as language and terminology that fit the audience field of expertise, standards and expectations. These criteria will be checked regularly, periodically reported and improved if needed.

Regarding the technical functioning, some general aspects need to be assured[9], among others e.g. the platform must be checked for device and browser compatibility. Especially visual aspects like fonts, contrasts and the colour choice regarding visual impairments have to be addressed here (responsive design). Short response times and a well-structured, easy user friendly navigation are key aspects of usability. (J. W. Palmer 2002)

Technology Acceptance Model (TAM) (Venkatesh and Davis 2000) and System Usability Scale (SUS) (Brooke 1996) questionnaires are highly used evaluation metrics on usability in the literature. TAM aims to address the usability under two domains: 1) perceived ease of use and 2) perceived usefulness. In the literature, there are updated versions of TAM questionnaires which are modified or extended depending on the goals and challenges in hand. SUS questionnaires are Likert-scale questionnaires giving a general idea on the usability of the website in a quick and compact manner.

Even with the best intentions and an elaborate plan, the visitors' expectations and behaviour may differ from what the web designer[10] imagined, as stated in CHEN and RYU 2013. An easy way to evaluate the actual usability and user satisfaction is to analyse the data generated by the visitors of the website. The data are generated through users' visits themselves and can be analysed e.g. by monitoring and/or mouse-tracking tools. (M. Che, Y. U. Ryu 2013)

[9] For further information see https://www.spritzweb.com/resources/good-website-characteristics.html, accessed on 22.05.2018

[10] For further information see https://conversionxl.com/blog/universal-web-design-principles/, accessed on 22.05.2018

2.2 Follow-up methodology

Once the evaluation methodology is completed, a follow-up methodology that describes how the evaluation results are used will need to be defined in line with the task description. This can include using the results as input for Task 3.3 (Further development and maintenance of the web-based platform) or for the 6-monthly progress reports in WP5.

3 Tools to monitor visibility

3.1 Traffic registration

Some variables that will be recorded by the monitoring tool are the number of sessions, users and page views, the average session duration and the bounce rate. Additional variables will be monitored based on the final methodology and can include for example the usage of different tools and time spent using those tools.

The number of sessions is the total amount of visits on the website. In correlation with timeframes it gives information about the usual or daily traffic[11], times of low or high usage and information about tendency to "seasonal" use (general popularity of the website). The visitors can be grouped in returning and new visitors[12]. A functioning network is characterized by a low percentage of new and a high percentage of returning users.

The page views in correlation with the number of sessions imply how many pages the user clicks on average when she visits the website. The least interaction with the website by visitors is described by the bounce rate, the percentage of visits, where the entrance page was the only page visited. Desirable is a low bounce rate and many page views per session as it implicates a high interest in the page content[13]. The time the visitors spend on the website is monitored as average session duration[14]. The more the users are searching, reading, writing or interacting with each other, the higher is the session duration. Overall, session duration and page views per session can (with some restrictions) be seen as indicators for user satisfaction.

The analysed aspects can be mapped to the user's origin country and the browser and device used. A higher session duration or fewer page views or session with one specific device or browser suggests a lower usability or compatibility. Information divided into different countries represents the attractiveness of eNOTICE in individual countries, disclosing underrepresentation, lacking prominence or language barriers.

Additional measurable factors giving insights in the use of the website are the exit pages, where the visitors leave the website, same as the "top ten" or most popular pages and the conversion rate, that plots the productive interaction with the website. Although the conversation rate is primarily used in online marketing (i.e. to track how many visitors of an ad end up buying a product) it could be adapted for use in eNOTICE if suitable goals can be defined.

[11] For further information, see: https://www.nngroup.com/articles/frequency-recency/, accessed on 17.05.2018
[12] For further information, see: https://marketing.adobe.com/developer/documentation/data-insertion/c-visitor-id, accessed on 18.05.2018
[13] For further information, see: https://www.wordstream.com/blog/ws/2016/04/07/reduce-bounce-rate, accessed on 17.05.2018
[14] For further information, see: https://www.digishuffle.com/blogs/avg-session-duration-vs-avg-time-on-page/, accessed on 18.02.2018

3.2 Mouse-tracking

An additional tool that gives even more insights in interactions of the visitor with the website is mouse-tracking[15] (Sears and Jacko 2007). Mouse-tracking involves the collection of data concerning mouse movements, such as clicks and MouseOver events. The result is summarized as a heatmap[16]. Additionally, the scrolling behaviour, keyboard input and cancellation rates can be monitored.

A desired heatmap, showing a coherent and consistent clicking and scrolling behaviour would indicate an optimal usability of the website. An incoherent behaviour enables troubleshooting regarding misleading navigation and errors in the search function or in forms to be filled out. These problems may lead to the visitor leaving the website. The data also show whether the navigation is fully exploited and if information, e.g. regarding the training centres, is easily accessible or overlooked. (Navalpakkam and Churchill 2012)

3.3 Learning potential from quantitative tools

Both the monitoring tool and mouse-tracking generate data from visits and the visitors´ behaviour. They enable to draw conclusions about the general use and can help to improve the navigation. Nevertheless, thereby drawn conclusions can be biased, e.g. a high session duration may result from a left workplace. Not extensive reading or many page views or session may also be due to a non-transparent navigation, where the user needs several clicks to find what (s)he searched for (see above – characteristics of website design concerning content and layout).

Furthermore, the data do not necessarily inform about the subjective user experience. The best way to depict the users experience at first hand and unfiltered is using surveys (active inquiry) in combination with a comment & feedback session on the web-based platform (passive inquiry, permanent function).

3.4 User surveys

User surveys give the most detailed information about the users' satisfaction with and expectations of the website. They can therefore be used complementarily to the recorded traffic data. The findings can be separated into content quality and technical functioning – as mentioned above with the traffic monitoring tools focusing mainly on the technical functioning and the user surveys focusing mainly on the content quality.

There is a multitude of questions that can be used to understand the audience of a given website[17]. Generally, all aspects of the visitor's perception of the website should be addressed (Sears and Jacko 2007). The most important aspect is the content (see before), namely it´s

[15] For further information, see: http://www.dieproduktmacher.com/mouse-tracking-uebersicht-zu-einsatz-und-tools/, accessed on 22.05.2018
[16] For further information, see: https://www.mousestats.com/products/mouse-move-heatmaps, accessed on 22.05.2018
[17] For further information, see: https://www.mare.io/blog/79-website-survey-questions-you-should-be-using-to-understand-your-audience/, accessed on 18.05.2018

thoroughness, completeness, topicality and comprehensibility. Second important is information about the websites architecture and the website´s findability. Those should be gathered including the effectiveness of the navigation and whether the website is visually well organized. The efficiency in the performance of tasks that can be carried out on the website, e.g. the registration, search or communication, can be enquired. The survey also gives the opportunity to ask very subjective questions e.g. whether the user obtained value from the website.

The survey could be conducted periodically for all visitors in a defined timeframe. An example of a more interactive feedback option shows the website of the city of Calgary[18] (see Figure 3.1): Every visitor is asked whether he/she will take part in the survey after completing whatever he/she intended the website to use for. Every new user thereby has the possibility to gather their own perception on the website beforehand. Additionally, there is a button for a feedback function directly accessible on the bottom of every website. Acute problems can immediately be reported, before they are forgotten at the end of the session.

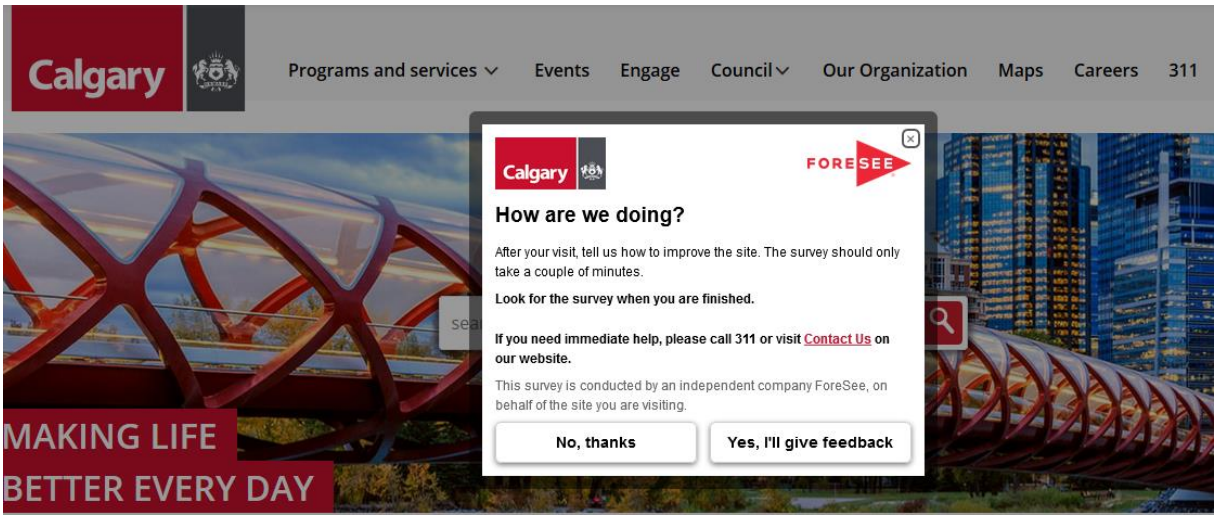

Figure 3.1: Request for evaluation (Website of Calgary[19])

[18] See http://www.calgary.ca, accessed on 22.05.2018
[19] See http://www.calgary.ca, accessed on 27.06.2018

4 eNOTICE Community Centre Evaluation Survey

This chapter describes a preliminary version of the eNOTICE Community Centre Evaluation survey. This survey will be used in the future – once the platform is fully operational – to determine how visitors perceive the eNOTICE Community Centre and where they see opportunities for improvement. The questions will be updated based on the features implemented in the eNOTICE Community Centre.

4.1 Personal Questions

The first part in this survey deals with questions about the users visiting the eNOTICE Community Centre (see Figure 4.1). First, the users are asked how they learned about the eNOTICE Community Centre. It should be easy to find and visible for everyone.

Not all users are comparable to each other, i.e. beside external users and training centres, there are also project partners who use the ECC. In accordance to their profile, they all use different functions, have heterogeneous prior knowledge and use the community centre to varying degrees according to their needs. If they fulfil a function in the eNOTICE project (as e.g. project partner) they are asked to describe this function. This supports to make the survey answers comparable. Depending on the function used, the duration of the visit varies from user to user, so they are also asked how frequently they visit the eNOTICE Community Centre.

To be able to estimate which areas of the eNOTICE Community Centre the users' ratings relate to, they are asked about the functions they use.

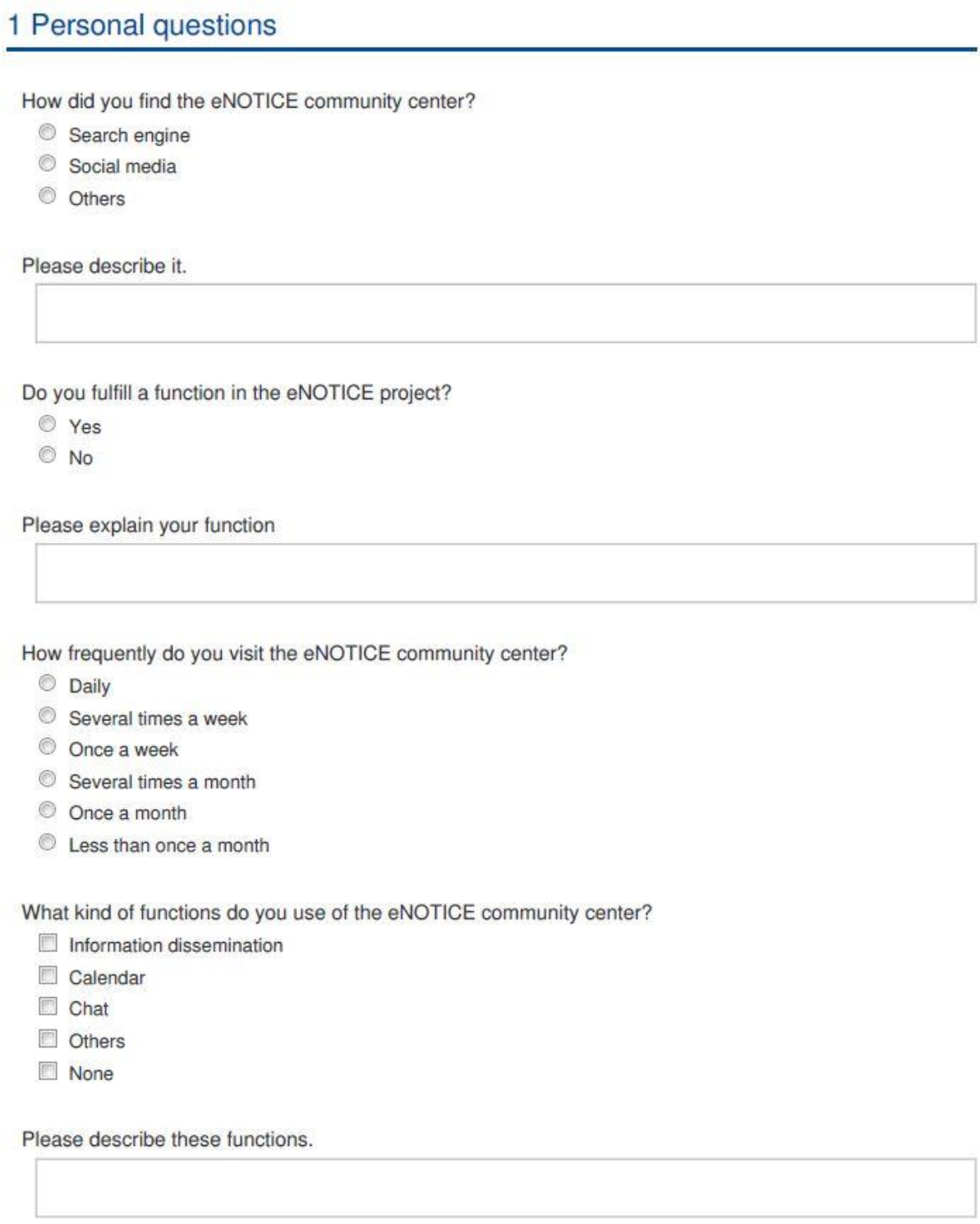

Figure 4.1: Personal questions

4.2 Design of the eNOTICE Community Centre

The design (including the layout) is the first thing the user is confronted with when opening the website. It influences in a serious way whether the user is pleased with the website or not (concerns the content quality and technical functioning, see Figure 2.1). Figure 4.2 shows the questions addressing the design. The first (visual and perceptual) impression is crucial for the

satisfaction of the visitor, in case if it is not satisfactory the visitor is requested to provide suggestions for improvement.

A clear design also helps to find the searched information and to get a good overview of the eNOTICE Community Centre. Again, the user is requested to provide suggestions for improvement if he/she experiences the design as not clear. To ensure the readability of all articles and publications the user is also asked to rate the font size and style of the text.

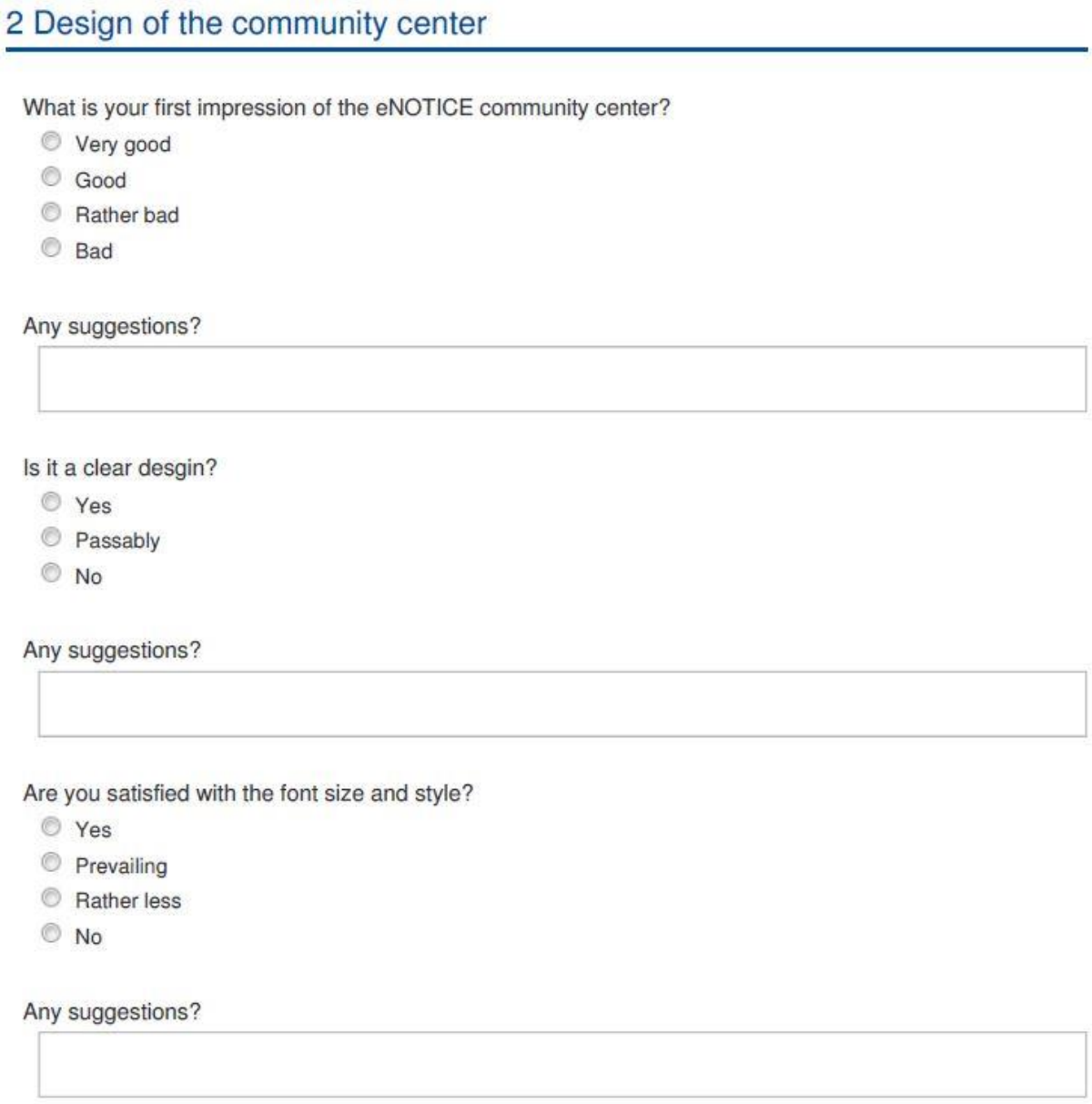

Figure 4.2: Design of the community centre

4.3 Structure of the eNOTICE Community Centre

Part three of the survey (shown in Figure 4.3) covers the navigation structure of the eNOTICE Community Centre. This includes the overall structure of the website, the navigation menu and the terminology used. Here, the usage of clear and unambiguous terminology is a prerequisite to avoid misunderstanding and to provide a common interpretation of involved

contents needs to be communicated, as the same word might mean different things to different users or in different cultures.

The user can also make suggestions on how to improve the (navigation) structure and the used terminology.

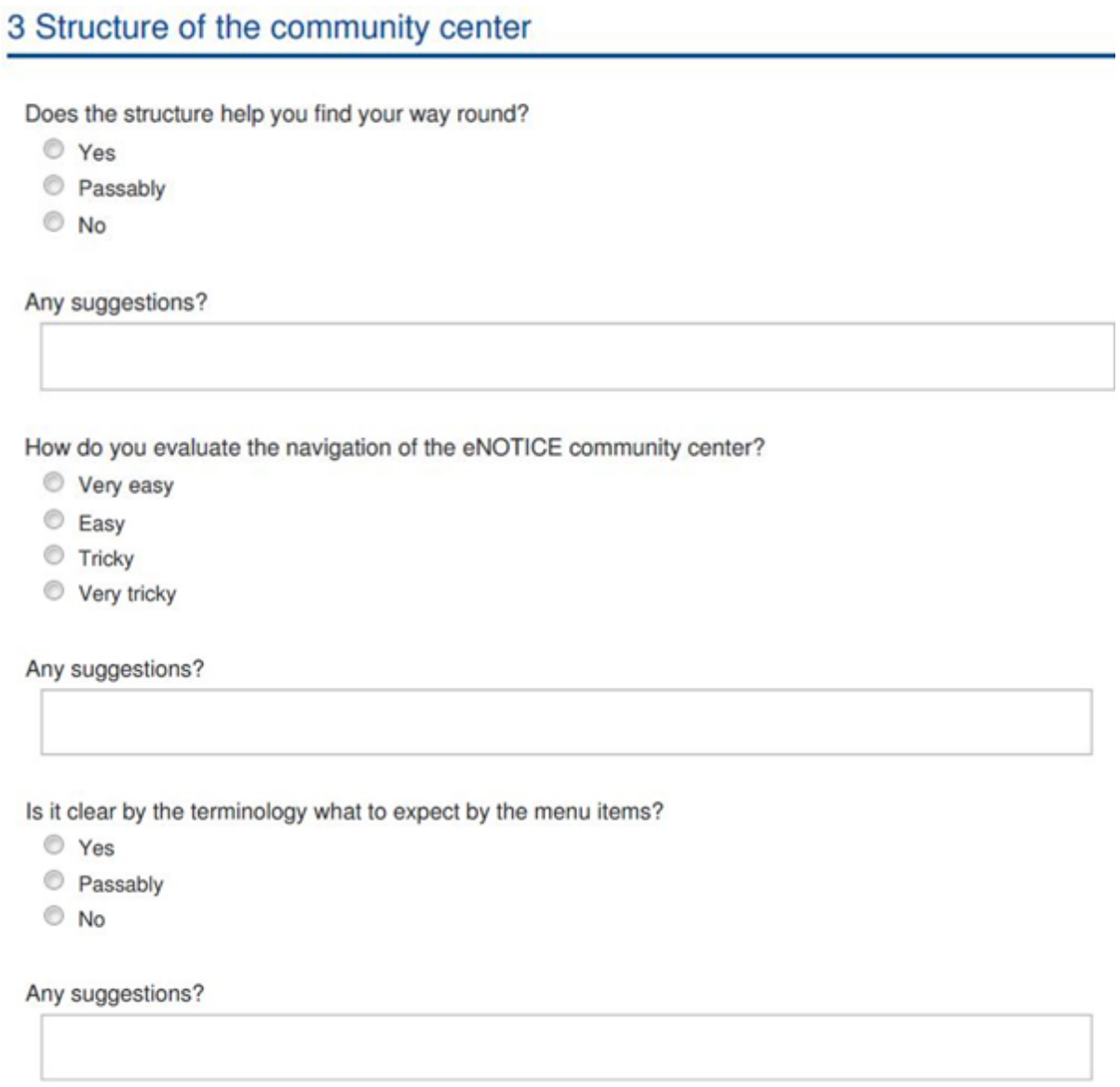

Figure 4.3: Structure of the Community Centre

4.4 Content of the eNOTICE Community Centre

Part four of the survey deals with the content (quality) in the eNOTICE Community Centre (Figure 4.4). It is important that everyone can understand the information provided by the ECC, so users are asked to evaluate the comprehensibility. To support the comprehensibility, the content also needs to be coherent. Furthermore, the quality of data and the topicality of information are supposed to be high. If the user identifies deficits, he/she is requested to give suggestions or explanations to improve these features. This part gives the user the chance to input suggestions for additional content if there is anything missing.

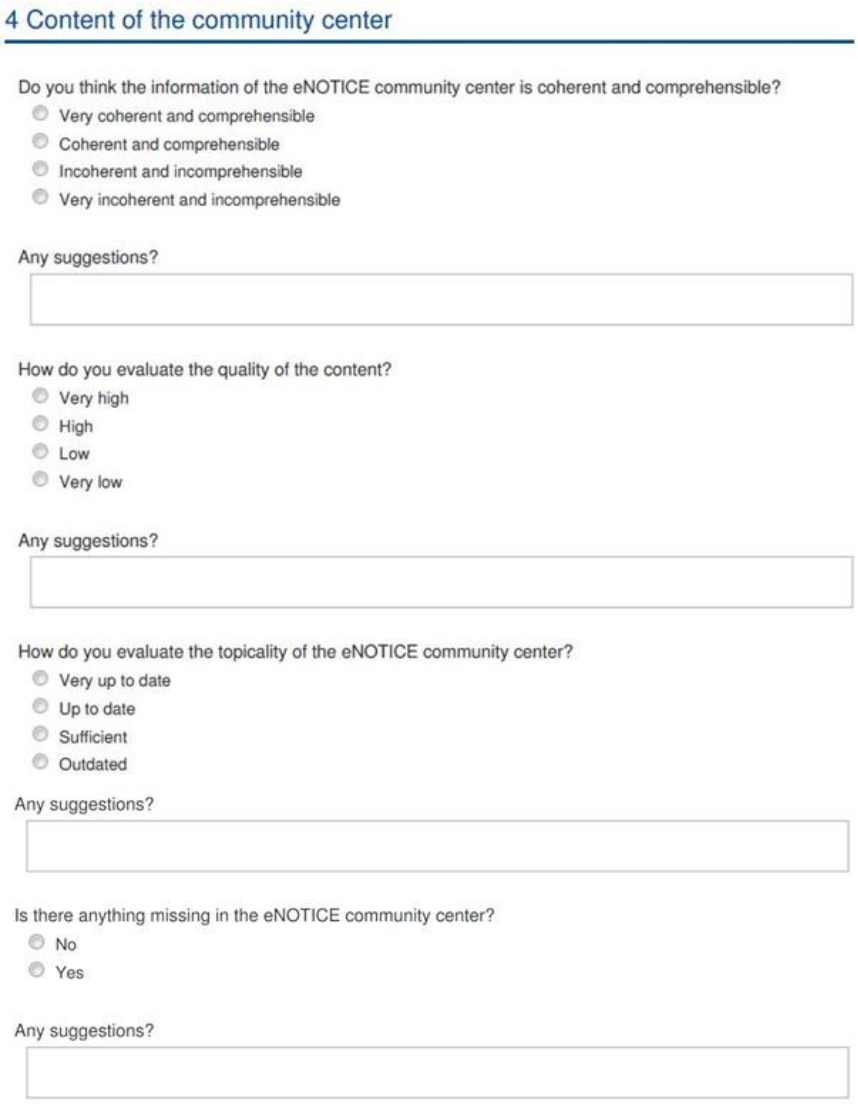

Figure 4.4: Content of the Community Centre

4.5 Closing remarks

Figure 4.5 shows part five of the survey where the user can enter some final remarks. This includes any additional comments or suggestions and the possibility to report any problems not covered in the previous parts. Filling out this part is completely optional.

5 Remarks

Do you have any problems with the eNOTICE community center?

Do you have any suggestions for improvement?

Any other comments?

Thank you for taking part in this Survey!

Figure 4.5: Remarks

5 Preliminary monitoring results

A first version of the monitoring tool was already added to the public website[20] published at the end of Month 3 (November 2017). The methodology described previously can therefore also be applied to the gathered data, although interpretation of the results is difficult, as the public website contains at this stage mostly static information on the eNOTICE project – and no communication or information sharing tools. Therefore, no evaluation of the data will take place at this stage, but the results can be used as a benchmark for the next deliverable and to gather insights into how to improve the public website.

The data presented in this chapter cover the timespan from the beginning of December 2017 until the end of April 2018. The data were collected using Google Analytics and contain only data on visitors who have not opted out of tracking and who do not use an adblocker to block tracking scripts[21]. The real number of visitors is therefore higher than the numbers presented here.

Google Analytics was removed as a monitoring tool in April 2018 and replaced with Matomo due to privacy concerned related to the GDPR. In Matomo, no personal data is stored as the only information that could identify a natural person (the IP address) is anonymised. The data collected in Matomo therefore does not fall under the legislation of the GDPR. Nevertheless, an opt out option is provided, and the user's Do Not Track (DNT) choices are respected. Mouse tracking is currently not enabled as it is unclear whether the data generated by it would fall under the jurisdiction of the GDPR.

5.1 General data

Figure 5.1 provides a short overview of some key statistics, aggregated by week. The number of sessions, number of users, number of pageviews, bounce rate and % of new sessions are roughly constant throughout the observed period, except for drops during major holidays (Christmas and Easter). The number of pages per session and the average session duration was rather high at the beginning of December 2017 and then quickly dropped, a possible explanation is that visitors were exploring the website when it was first released.

[20] The public website is a part of the eNOTICE Community Centre. For more information, see D3.4 and D3.6
[21] Some Adblockers, such as Adblock Plus and uBlock origin block many tracking scripts by default

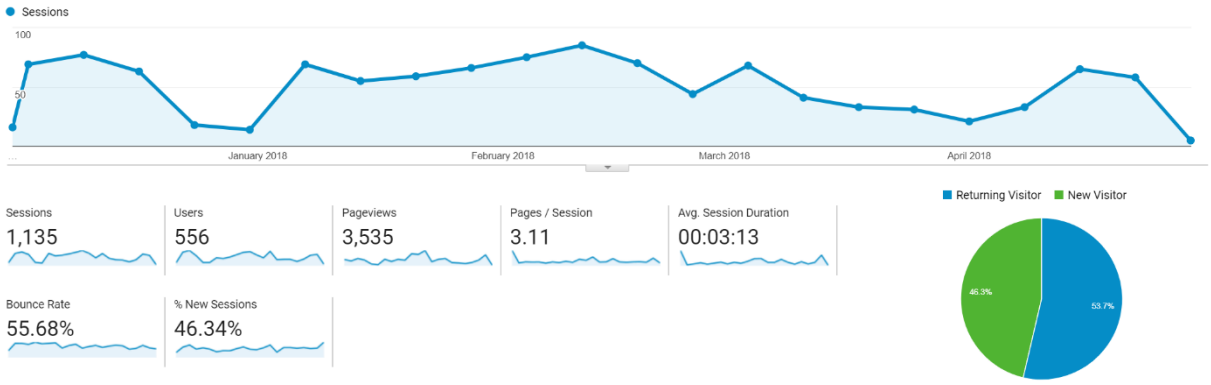

Figure 5.1: A high level overview of the visitor data

5.2 Geographic data

As shown in Figure 5.2, the origin of visitors of the eNOTICE website is international and goes even beyond European borders. In total, the eNOTICE website has received visitors from 49 countries, the top 10 of which are visible in Figure 5.3.

eNOTICE seems to be underrepresented in Africa, South America and Asia, which is not surprising considering that eNOTICE is a European project, and by the time of this deliverable preparation has been covering the European Union countries plus Turkey. However, with eNOTICE entering in collaboration with the European Commission DG DEVCO initiative of CBRN Centres of Excellence that mainly cover Africa, Asia, Middle Eastern countries, these data are expected to change a lot in the near future as soon as the eNOTICE Community Centre will become available and known for wider audience. In any case, this information will be used in targeted dissemination campaigns in the future, depending on the interest and prioritisation within the eNOTICE project.

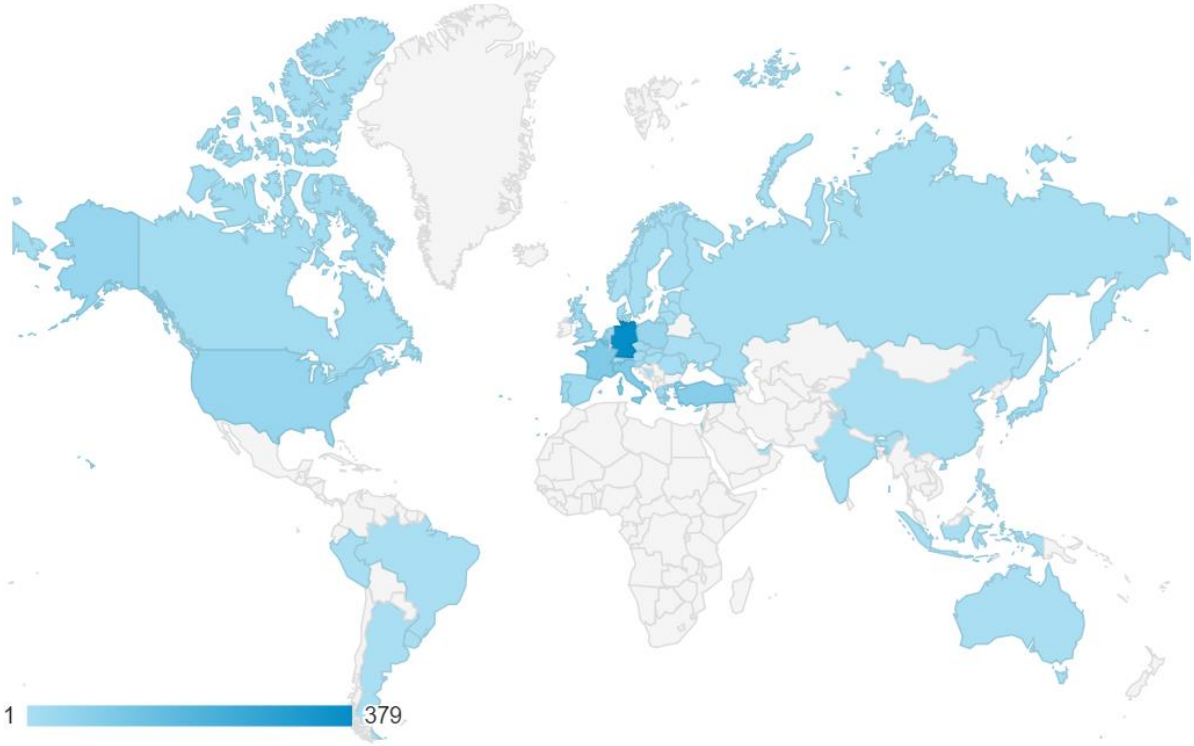

Figure 5.2: A map showing the number of visitors from each country

Country	Acquisition		
	Sessions ↓	% New Sessions	New Users
	1,135 % of Total: 100.00% (1,135)	46.34% Avg for View: 46.34% (0.00%)	526 % of Total: 100.00% (526)
1. Germany	**379** (33.39%)	20.84%	79 (15.02%)
2. Belgium	**140** (12.33%)	48.57%	68 (12.93%)
3. France	**95** (8.37%)	60.00%	57 (10.84%)
4. Italy	**90** (7.93%)	50.00%	45 (8.56%)
5. Turkey	**79** (6.96%)	53.16%	42 (7.98%)
6. United States	**44** (3.88%)	90.91%	40 (7.60%)
7. Poland	**38** (3.35%)	39.47%	15 (2.85%)
8. Portugal	**29** (2.56%)	17.24%	5 (0.95%)
9. Netherlands	**23** (2.03%)	69.57%	16 (3.04%)
10. United Kingdom	**22** (1.94%)	59.09%	13 (2.47%)

Figure 5.3: A table overview of visitor data grouped by country

5.3 User acquisition data

User acquisition describes how visitors reach the eNOTICE website. A basic breakdown of the acquisition channels is shown in Figure 5.4. Most users visit the eNOTICE website directly, followed by users coming from search engines (e.g. Google). Roughly the same number of visitors arrive from social media (e.g. Twitter) and from referrals (links from other websites).

A detailed breakdown by social network is presented in Figure 5.5. Twitter is the most used social network (and currently the only one with an official eNOTICE account) with a higher than average session duration and a higher than average number of pages per session. This indicates that Twitter is an important channel for attracting high-quality visitors.

Default Channel Grouping	Acquisition		
	Sessions ↓	% New Sessions	New Users
	1,135 % of Total: 100.00% (1,135)	46.34% Avg for View: 46.34% (0.00%)	526 % of Total: 100.00% (526)
1. Direct	**429** (37.80%)	54.31%	233 (44.30%)
2. Organic Search	**367** (32.33%)	51.50%	189 (35.93%)
3. Social	**183** (16.12%)	30.60%	56 (10.65%)
4. Referral	**153** (13.48%)	29.41%	45 (8.56%)
5. (Other)	**3** (0.26%)	100.00%	3 (0.57%)

Figure 5.4: Overview of the different user acquisition channels

Social Network	Sessions ↓	Pageviews	Avg. Session Duration	Pages / Session
1. Twitter	**130** (71.04%)	611 (85.22%)	00:06:54	4.70
2. Facebook	**31** (16.94%)	53 (7.39%)	00:00:43	1.71
3. ResearchGate	**11** (6.01%)	20 (2.79%)	00:01:12	1.82
4. LinkedIn	**9** (4.92%)	31 (4.32%)	00:04:29	3.44
5. YouTube	**2** (1.09%)	2 (0.28%)	00:00:00	1.00

Figure 5.5: User acquisition from social media

5.4 Visitor device data

Figure 5.6 and Figure 5.7 display detailed information on the browsers and devices used by the visitors. More than 80% of the visitors use Chrome, Firefox or Safari from a desktop device. This indicates that new features should be primarily developed for and tested with these three browsers on a desktop computer while keeping in mind other browsers and device types.

Browser	Acquisition		
	Sessions ↓	% New Sessions	New Users
	1,135 % of Total: 100.00% (1,135)	46.34% Avg for View: 46.34% (0.00%)	526 % of Total: 100.00% (526)
1. Chrome	**580** (51.10%)	47.24%	274 (52.09%)
2. Firefox	**250** (22.03%)	31.20%	78 (14.83%)
3. Safari	**123** (10.84%)	43.09%	53 (10.08%)
4. Internet Explorer	**97** (8.55%)	64.95%	63 (11.98%)
5. Edge	**43** (3.79%)	41.86%	18 (3.42%)
6. Safari (in-app)	**15** (1.32%)	93.33%	14 (2.66%)
7. Android Webview	**12** (1.06%)	100.00%	12 (2.28%)
8. Samsung Internet	**9** (0.79%)	88.89%	8 (1.52%)
9. Android Browser	**2** (0.18%)	100.00%	2 (0.38%)
10. Opera	**2** (0.18%)	100.00%	2 (0.38%)

Figure 5.6: The most used browsers

Device Category	Acquisition		
	Sessions ↓	% New Sessions	New Users
	1,135 % of Total: 100.00% (1,135)	46.34% Avg for View: 46.34% (0.00%)	526 % of Total: 100.00% (526)
1. desktop	**986** (86.87%)	43.51%	429 (81.56%)
2. mobile	**128** (11.28%)	68.75%	88 (16.73%)
3. tablet	**21** (1.85%)	42.86%	9 (1.71%)

Figure 5.7: The device types used

5.5 Content data

An overview of the most frequently visited pages of the eNOTICE website is displayed in Figure 5.8. Most visitors visit the landing page (rows 1 and 4), followed by the pages with information on the project (row 2) and the partners of eNOTICE (row 3). The Joint Activities page (row 5) also receives many visits, indicating a high interest in the eNOTICE Joint Activities. The publications page (row 6) is the least viewed page on the website.

Rows 7 to 10 contain internal pages that are used for development.

Page	Pageviews ↓	Unique Pageviews	Avg. Time on Page
	3,535 % of Total: 100.00% (3,535)	2,372 % of Total: 100.00% (2,372)	00:01:31 Avg for View: 00:01:31 (0.00%)
1. /	**1,115** (31.54%)	870 (36.68%)	00:02:06
2. /static/project.html	**288** (8.15%)	179 (7.55%)	00:01:04
3. /static/partner.html	**263** (7.44%)	207 (8.73%)	00:02:00
4. /?redirect=0	**236** (6.68%)	132 (5.56%)	00:01:13
5. /static/jointactivities.html	**229** (6.48%)	180 (7.59%)	00:02:10
6. /static/publications.html	**159** (4.50%)	92 (3.88%)	00:02:21
7. /course/view.php?id=10	**124** (3.51%)	14 (0.59%)	00:00:57
8. /my/	**106** (3.00%)	60 (2.53%)	00:00:56
9. /login/index.php	**83** (2.35%)	68 (2.87%)	00:00:37
10. /my/index.php	**58** (1.64%)	20 (0.84%)	00:00:24

Figure 5.8: The most visited pages

6 Summary and future work

This chapter presents a short summary of this deliverable and an outlook on future work and evaluations.

6.1 Summary

The first part of this deliverable presented an overview of different evaluation methods that will be used for evaluating the eNOTICE Community Centre. This included monitoring tools, mouse tracking and user surveys. A user survey to be used for future evaluations was also presented and described.

The previously described monitoring methodology was applied to visitor data gathered from the public eNOTICE website. General visitor information, acquisition channels, technical device data and the most visited content were presented and analysed. This data already provides significant insights into the visitors and the usage of the public website.

6.2 Future work

This deliverable is the first of five deliverables on the evaluation the functioning of the information and communication platform. The next deliverable, due in June 2019, will contain a more refined description of the evaluation methodology based on the architecture and features of version 1 of the eNOTICE Community Centre (due in August 2019). In line with the description of Task 5.2.2, the subsequent deliverables after this, due every 12 months, will contain actual evaluations based on the described and refined methodology. These reports will be used to continuously update and improve the eNOTICE Community Centre.

Related deliverables are also contained in WP3 with the 6-monthly reports on the use of the eNOTICE information and communication platform (starting in M30) and in WP5 with the evaluation report on the CBRN TC quality label and web-based search function (D5.19, M58).

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