



# **POTENTIAL USER GROUPS FOR VERSIONED GEODATA**

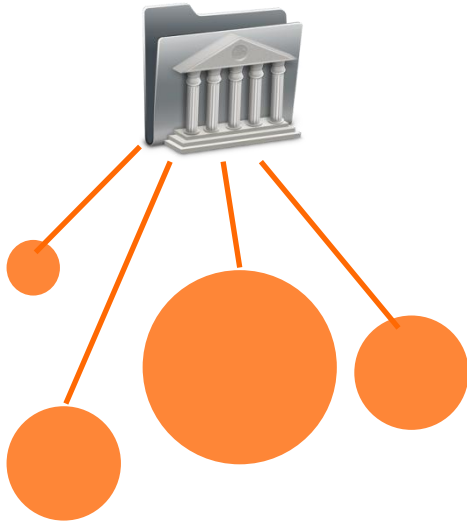
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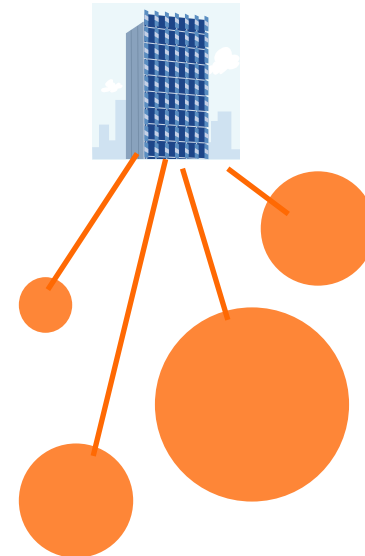
# GOAL: ADAPT YOUR SERVICE TO THE USER

## Archives



- Designated communities
- Users

## Service provider / Producer



- Clients
- Market

# PROBLEM: HOW TO KNOW YOUR USERS / MARKET?

## ○ Phases of implementation of new service



Market research /  
Prediction /  
Delphi study

○ Method of user studies

# DELPHI METHOD: EXPERTS AND QUESTIONS

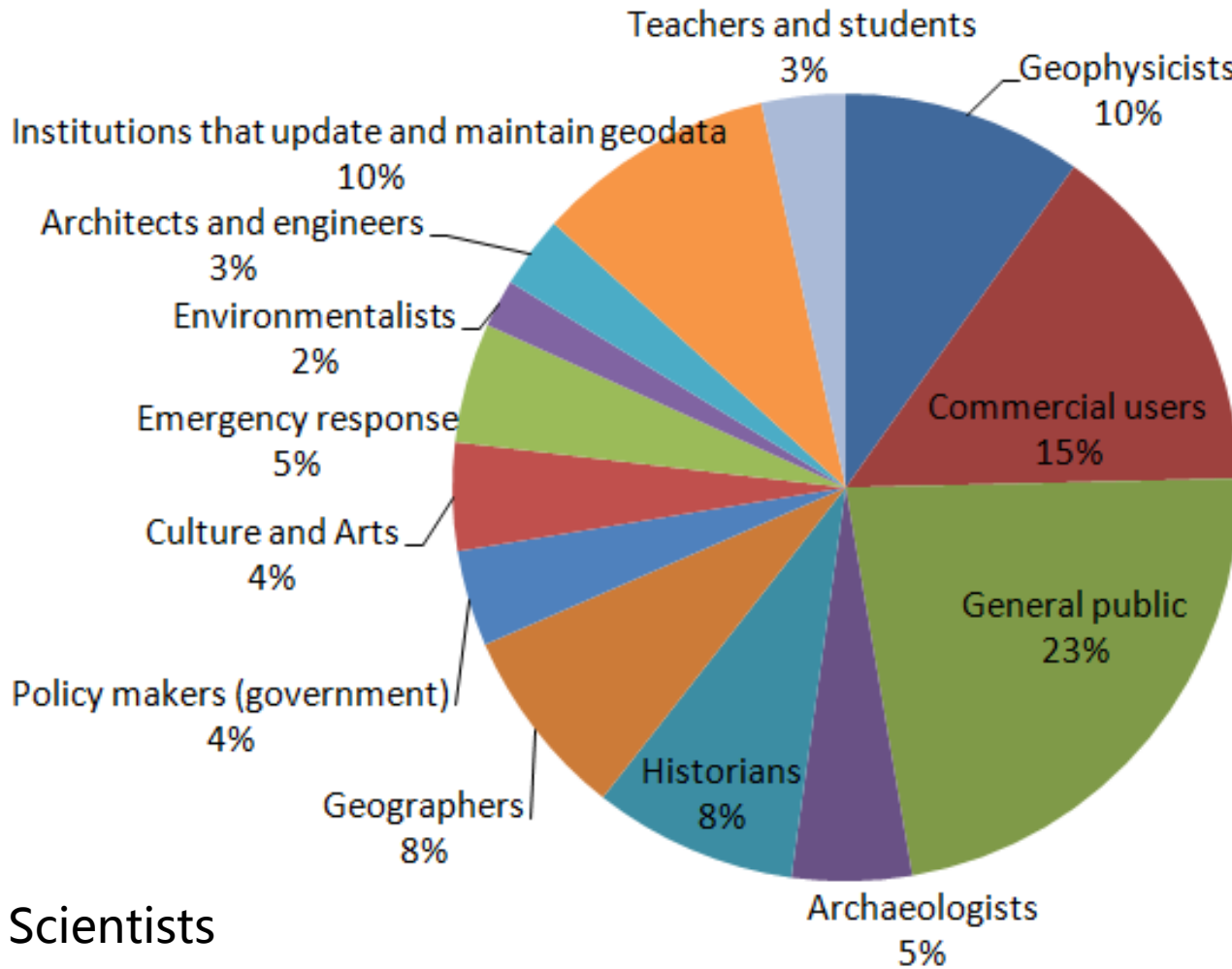
## Group 1: Information providers

- **Time frames for data?**
- **Percentage of the user group with GIS knowledge?**
- **Percentage of access to legacy geodata?**
- Desired frequency of archival?
- **Ranking of user groups according to the amount of data they might request?**
- **Type of data sets that are most needed?**
- Main activity the user groups conduct with the data?
- Possible negative economic impact?

## Group 2: Technological experts

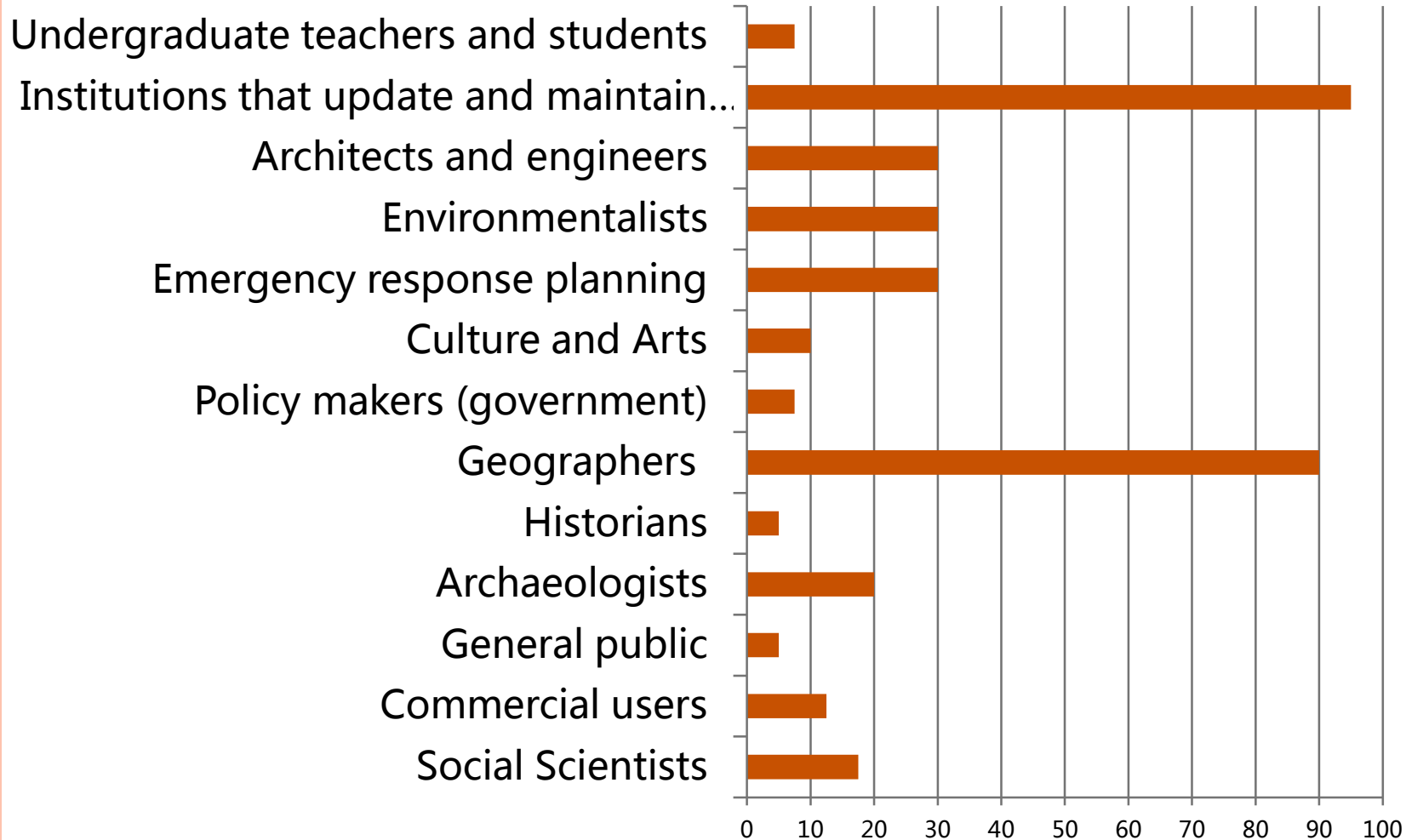
- Which additional user groups did we not consider in the first round?
- How the user groups would be affected by the systematic elimination of smaller scales legacy geodata?
- **Similarity between the different user profiles regarding the functionality they need in the data?**
- Other technical questions

# USER GROUPS: % OF ACCESS TO LEGACY DATA



- + Social Scientists
- + Lawyers

# % OF USERS WITH GIS KNOWLEDGE



# FREQUENCY AND AMOUNT OF DATA REQUESTED

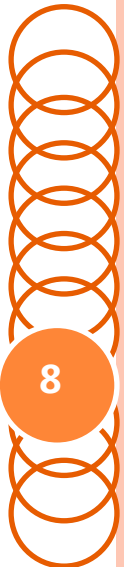
Class	User group
frequent user, needs big amounts of data	Geophysicists Geographers Policy makers Institutions that update and maintain geodata
frequent user, needs small amounts of data	Social Scientists Archaeologists Historians Environmentalists
infrequent user, needs big amounts of data	
infrequent user, needs small amounts of data	General public Information agents in Culture and Arts Undergraduate teachers and students

Conservation agents of the built environment = frequent users

Emergency response planners = infrequent users

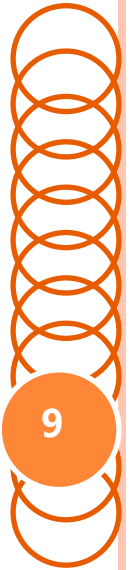
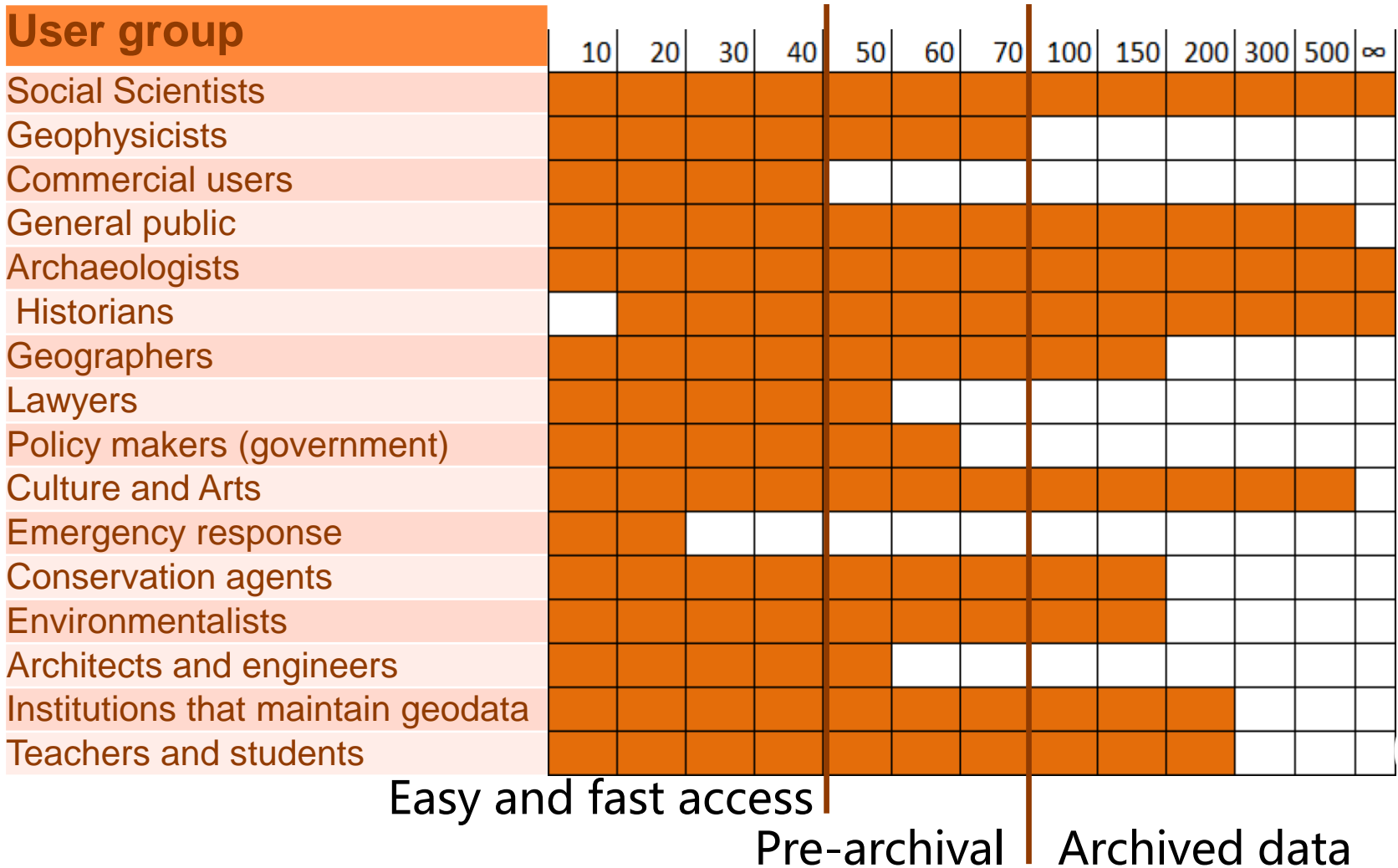
# MOST REQUIRED DATA TYPES

User group	1 <sup>st</sup> choice	2 <sup>nd</sup> choice
Geophysicists	Vector Database	Vector Map (shareable file)
Commercial users	Raster Map	Vector Map
General public	Raster Map	Ortho-corrected photography
Historians	Raster Map	Vector Database
Policy makers (government)	Raster Map	?
Architects and engineers	Vector Database	?
Institutions that update and maintain geodata	Vector Database	Raw aerial photography
Undergraduate teachers and students	Raster Map	Ortho-corrected photography

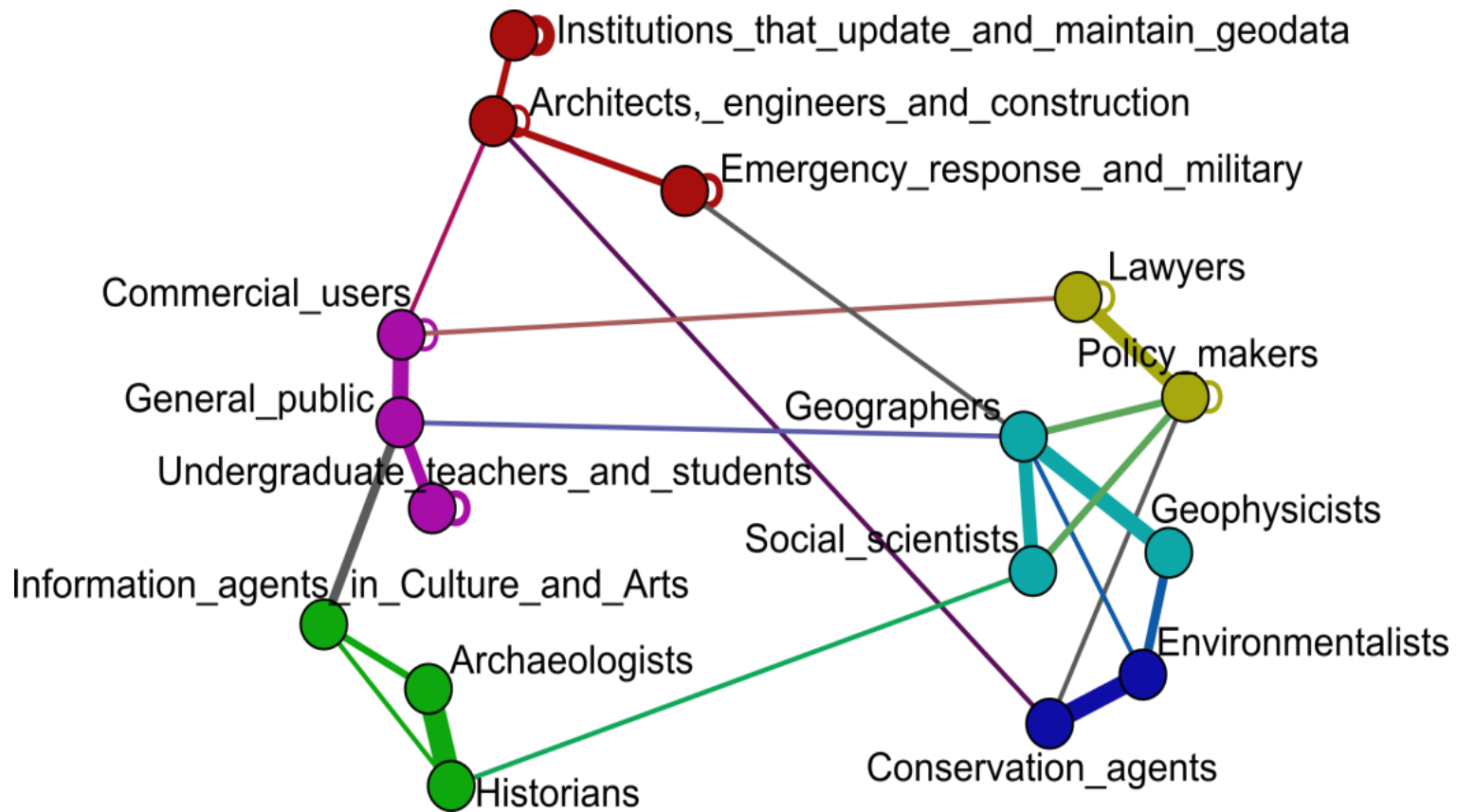




# TIME FRAMES: DATA AGE THE USER IS INTERESTED IN



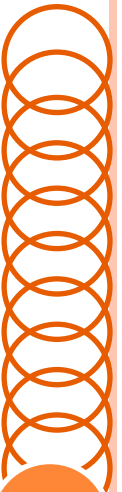
# CLUSTER USERS WITH SIMILAR NEEDS IN FUNCTIONALITY



Thickness of the line = n° of experts who express similarity

## CONCLUSION AND DISCUSSION

- Services designed for the General public, as it is defined by the Delphi study, would suit a larger community of users, such as Undergraduate teachers and students, Environmentalists and Conservation agents of the non natural environment.
- Public archives have additional constraints when choosing a designated community such as defined by their mission statement.
- Limitation: empirical method that relies on human opinion.
- Further studies: find archival intervals for specific data sets. Compare the method with direct user interaction.



THANK YOU FOR YOUR ATTENTION!



Questions?