

European Commission DG Communication

Evaluation of the EUROPA Website

Annexes

February 2008

ERNST & YOUNG
La Qualité par principe™



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5.2 Extract of the score card evaluation grid for Public Institutions sites (benchmark)

PUBLIC INSTITUTIONS SITES HOME PAGE						
Theme	Criteria	Comments	Barclays			
Evaluation date			13/09/2007			
			Score	Rank	Strengths	Weaknesses
1. First impressions	Total section 1		0,80			
	Download time - size of home page	The most important factor in conveying an efficient impression is download time. The homepage should be especially small and quick to download			17	
Comments - Download Time > 15 sec. : 0 - Download Time < 15 sec. : 1						
	Look and feel - readability	Pages should be easily readable, clear and easy to understand. It is important that the site is not too cluttered with text and images. The font size needs to be large enough to be readable and clashing colours need to be avoided.				Items on the main page are not clearly delimited. There is too much possible choices on the main page. Colors are too lighty.
Comments - Are pages easily readable, clear and easy to understand ? - Are pages not too cluttered with text and images ?						
	Need to download software	Asking users to download an application or a plug-in before entering a site can cause annoyance and confusion, hence driving them away			None	None
Comments - Need to download specific software to run the website (No = 1 ; Yes = 0)						
	Home page on one screen (above the fold)	Users entering the site will appreciate seeing everything in front of them without having to make the effort of scrolling up and down.			Main page content is	

Benchmark matrix - Public Institutions sites															
	EUROPA	Internet Cities	OECD	The US Gov website	Canadian Gov website	ARTESI Ile de France	New Zealand Gov website	Intern Monetary Fund	Service Public	Greenpeace	The Red Cross website	Vatican	United Nations	WHO	WBCSB
Rank	13,00	1,00	3,00	7,00	9,00	14,00	2,00	6,00	11,00	4,00	9,00	15,00	12,00	8,00	4,00
Global score	5,15	7,39	6,70	6,35	6,10	4,80	6,75	6,45	5,85	6,50	6,10	3,55	5,65	6,15	6,50
1- First impressions	0,40	1,20	0,60	0,60	0,60	0,40	1,00	1,00	0,60	0,60	0,40	0,80	0,80	0,60	0,80
2- Navigation	0,25	1,50	1,50	0,75	1,00	0,50	1,25	1,25	0,75	1,00	1,00	1,25	0,25	0,75	1,00
3- Content	0,70	0,89	1,00	1,00	0,50	0,50	0,70	0,80	0,50	0,90	0,70	0,50	0,80	0,80	0,70
4- Findability	1,00	0,80	0,60	1,00	1,00	1,00	0,80	0,80	1,00	1,00	1,00	0,60	0,80	1,00	1,00
5- Making contact	1,00	1,00	1,00	1,00	1,00	1,00	1,00	1,00	1,00	1,00	1,00	0,00	1,00	1,00	1,00
6- Browser compatibility	0,80	1,00	1,00	1,00	1,00	0,40	1,00	0,60	1,00	1,00	1,00	0,40	1,00	1,00	1,00
7- Permission marketing	1,00	1,00	1,00	1,00	1,00	1,00	1,00	1,00	1,00	1,00	1,00	0,00	1,00	1,00	1,00

5.3 Analysis grid for Focus Group 2 and 3

FOCUS GROUP 2 – EU CIVIL SERVANTS

10/10/07 Berlaymont 14h-16h

Welcome and presentation of participants

- Presentation of the evaluation and its objectives
- Presentation of participants (activity), expectations
- Presentation of sequences and of different types of actions (questions, discussions)
- Answers to participants questions

Use of EUROPA

- Types of needs
- Internet skills, (very poor, poor, good, very good)
- Use of EUROPA compared to intranet %
- Frequency of use of EUROPA?
- With which pages / DG website(s) do you usually work?
- Do you have a private use of EUROPA?
- Specify the top level pages and inter institutional pages you use?
- Do you browse on the blogs/forums/chat?
- Is EUROPA in you favourite website lists?

ANSWERS/SUGGESTIONS

Information needs on EUROPA as a user

Detail the type of information needs on EUROPA

- Do you need 'static' or 'dynamic' information in the course of your activity ?

STATIC INFORMATION

Forward

Financial Programming and Budget

English

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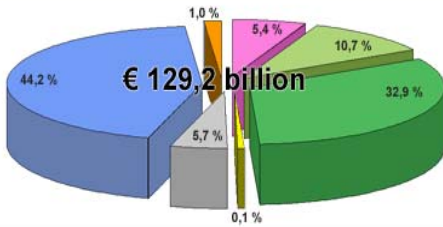
- EU Budget at a glance
- EU Budget in detail
- Priorities for the future
- Sound Financial Management

► Proposed Budget 2008: Growth and employment at the heart of EU spending.

For the first time, spending on growth and employment policies will represent the highest share of the budget, ahead of agriculture and natural resources. This is the key message sent by the Commission in its budget proposals for 2008. At € 129.2 billion in commitment appropriations, the budget increases by 2% compared to 2007. Payment appropriations are set at EUR 121.6 billion, a 5.3% increase.

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Category	Percentage
Cohesion and Competitiveness for growth and employment	44.2 %
Direct aids and market related expenditure	32.9 %
Rural development	10.7 %
The EU as a global partner	5.7 %
Citizenship, freedom, security and justice	5.4 %
Agriculture and natural resources	1.0 %
Other	0.1 %

- Cohesion and Competitiveness for growth and employment
- Direct aids and market related expenditure
- Rural development
- The EU as a global partner
- Citizenship, freedom, security and justice

► Up for a challenge?

10 new questions on the EU budget! [Quiz](#)

► Debate on the future of Europe's budget launched!

What are the challenges Europe will have to face in the future, and how should the EU budget help tackle them? Today, President Barroso and Commissioner Grybauskaitė presented a discussion paper setting out the key issues structuring this debate, and invited the public to contribute its views on these issues.

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Commissioner
Financial Programming and Budget

Siim Kallias
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09/10/2007

- The European Union is united against capital punishment
- Pension proposal on track to improve workers' mobility
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- EU Competition Commissioner Kroes discusses Microsoft case with MEPs
- Live streaming of the Conference marking the first European Day against the death penalty

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09/10/2007

- EIB** Métro de Charleroi : La BEI ouvre une ligne de crédit De 75 millions d'euros pour finaliser les travaux [fr](#)
- CEC** Danuta Hübner European Commissioner responsible for Regional Policy "European regional policy – a development laboratory" Seminar "Regional policy in a global perspective" Brussels, 9 October 2007
- CEC** Olli Rehn EU Commissioner for Enlargement Time to move ahead with reforms The Bosphorus Conference Istanbul, 5 October 2007
- CEC** Middav Express of 2007-10-09

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- CEC** Benita Ferrero-Waldner Comisaria Europea de Relaciones Exteriores y Política Europea de Vecindad "Soberanía, Integración regional y Derechos humanos" De la paz civil hacia la paz ciudadana, de los estados de derecho hacia una "región de derecho" Conferencia de las Cortes Regionales Managua, 4 Octubre 2007 [es](#)

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A delegation from Irish farming associations at the EC

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 - Schedule
 - Online transmissions
- Photo Libraries

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events for the upcoming 4 weeks

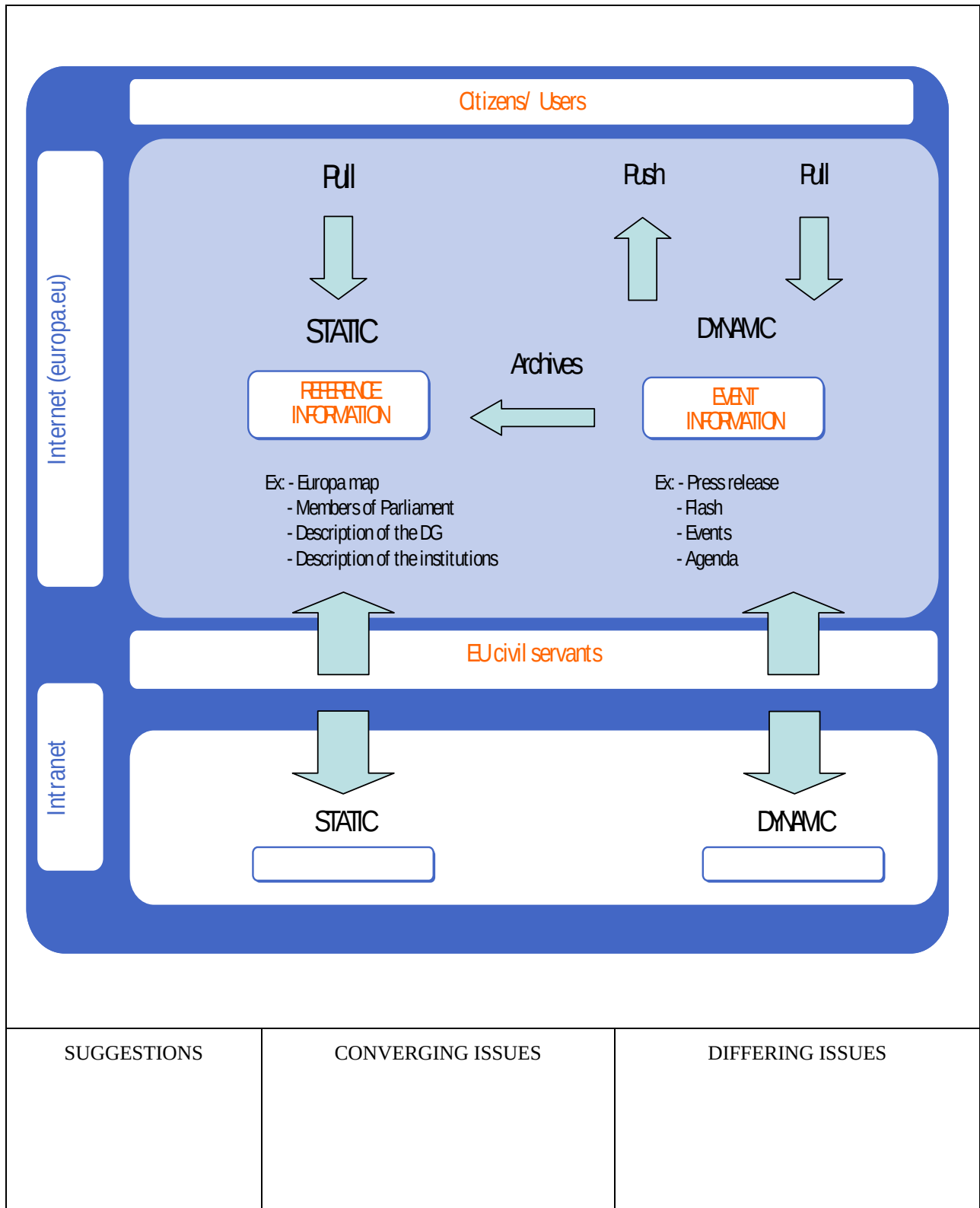
Public Opinion

- Attitudes on issues related to EU Transport Policy
 - Full report
 - Press release
 - Public Opinion website

Events

7.0/10 Meeting of the

- Do you need 'push' or 'pull' information ?
- What kind of information do you need to post on EUROPA (editor) ?
- Do you need to post 'static' or 'dynamic' information on EUROPA ?
- What is the proportion of information you need to post on the intranet, internet or both?



Using EUROPA – ergonomics and navigation		
- Is EUROPA in your favourite website lists? - Did you find easily where to click when looking for specific information? - What do you think of EUROPA internal search engine? - Do you use an external search engine to find information on EUROPA? - How did you find the site map and use of 'bread crumbs'?		
SUGGESTIONS	CONVERGING ISSUES	DIFFERING ISSUES
Using EUROPA – look and clearness		
- Please rate the overall look of EUROPA website. - When surfing on EUROPA, did you always have the impression that you were in the official EU website? - Do you think that the lay-out of EUROPA is well organized and clear? - Do you think that the links on the website are current and working? - Are there clear headings to illustrate and outline the content? - Are email and other details visible? - What are EUROPA's strengths and weaknesses in terms of ergonomics ? - To what extent is EUROPA a working tool?		

SUGGESTIONS	CONVERGING ISSUES	DIFFERING ISSUES
-------------	-------------------	------------------

Conclusion and suggestions
- Would you recommend EUROPA to others? - Overall, how satisfied are you with EUROPA? - How do you feel about the robustness/ reliability of the site? - Overall, how does EUROPA compare to similar websites you have visited? - Do you think EUROPA website could be improved, and how? - How would you define EUROPA website to a non-specialist in one sentence? - Do you think EUROPA is a good communication tool for the EU towards European citizens? Recommendations? - Do you think EUROPA is adapted culturally and linguistically to all Member states?

- What would you like to find on EUROPA? - What would make me connect to EUROPA more frequently?		
SUGGESTIONS	CONVERGING ISSUES	DIFFERING ISSUES

FOCUS GROUP 3 – PROFESIONALS WITH A PRINCIPAL INTEREST FOR THE EU

10/10/07 Berlaymont 9h-11h

Welcome and presentation of participants

- Presentation of the evaluation and its objectives
- Presentation of participants (activity), expectations
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Information needs on EUROPA as a user

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STATIC INFORMATION

Financial Programming and Budget

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[EU Budget at a glance](#)
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[Sound Financial Management](#)

Proposed Budget 2008: Growth and employment at the heart of EU spending.

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- Cohesion and Competitiveness for growth and employment
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DYNAMIC INFORMATION

The screenshot shows the EU Press Room website interface. At the top, there's a navigation bar with links: Legal notice | What's new? | FAQ | About EUROPA | Index | Search | Contact | Text version. Below this is a banner for the 'EU Press Room' with a 'ToGETheR SINCE 1957 50th anniversary' logo. A language dropdown menu is set to 'English (en)'. The main content area is divided into sections: 'Headlines' (dated 09/10/2007) with links to news about capital punishment, workers' mobility, cohesion policy, and EU Competition Commissioner Kroes; 'Latest Press Releases' (dated 09/10/2007) with links to press releases from the EIB, CEC, and Olli Rehn; and 'Audiovisual' (dated 09/10/2007) with a video player showing a delegation from Irish farming associations. A 'Top News' section highlights 'events for the upcoming 4 weeks'. A 'Public Opinion' section lists 'Attitudes on issues related to EU Transport Policy' with links to a full report, press release, and public opinion website. An 'Events' section is partially visible at the bottom. The website is viewed in an Internet Explorer browser window.

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EU Press Room

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A delegation from Irish farming associations at the EC

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events for the upcoming 4 weeks

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- Attitudes on issues related to EU Transport Policy
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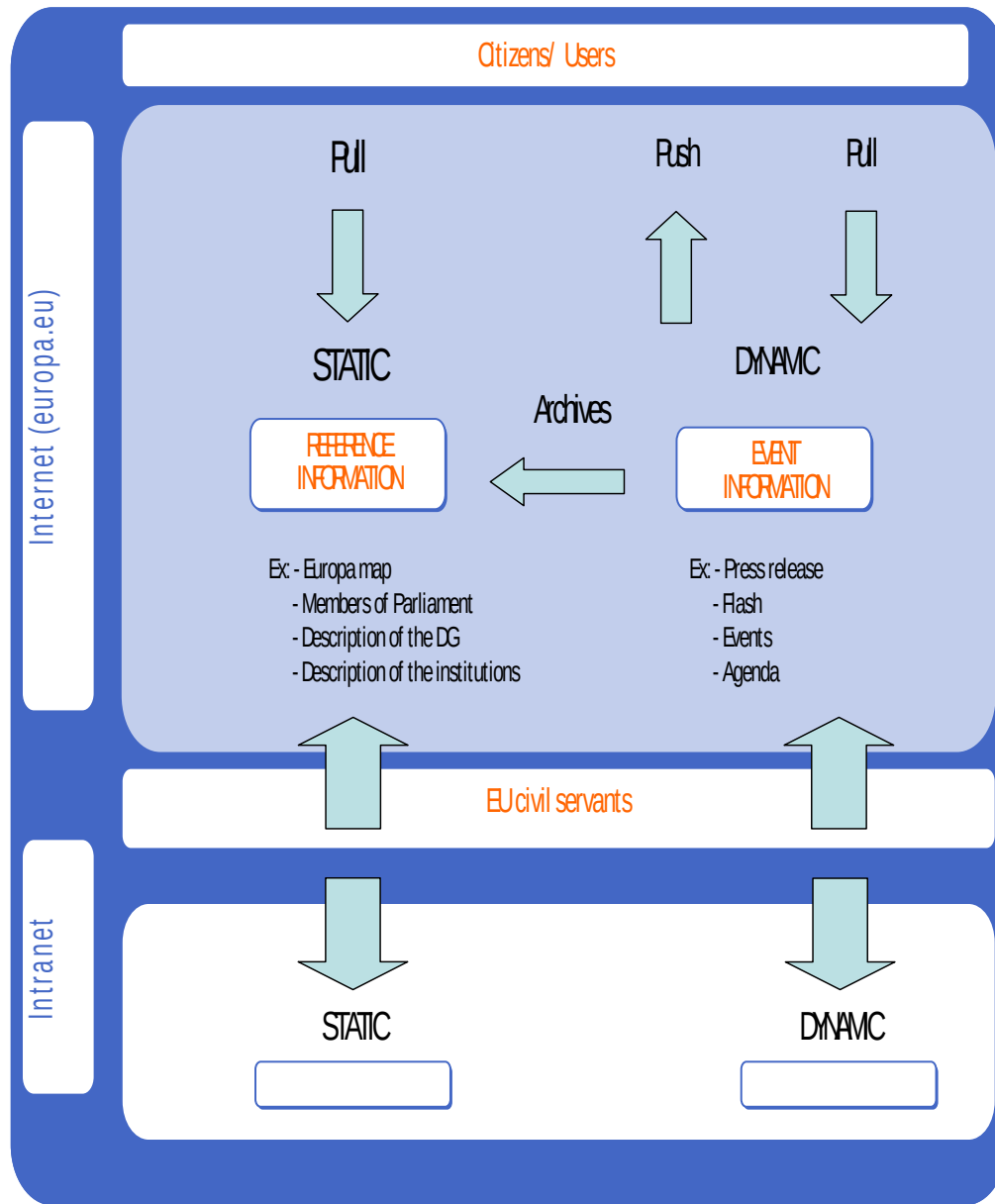
09/10/2007

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Do you need 'push' or 'pull' information



SUGGESTIONS

**CONVERGING ISSUES
ISSUES**

DIFFERING ISSUES

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SUGGESTIONS	CONVERGING ISSUES	DIFFERING ISSUES

5.4 Composition for focus groups 2 and 3

Composition of the focus groups 2 & 3

Focus group 2 representation : EU Civil servants

Number	Name	First Name	DG	Mail
1	Eyben	Diane	Employment, Social Affairs and Equal opportunities	Diane.EYBEN@ec.europa.eu
2	Hodson	Deirdre	Employment, Social Affairs and Equal opportunities	Deirdre.Hodson@ec.europa.eu
3	Lehkonen	Sari	Education and Culture	Sari.Lehkonen@ec.europa.eu
4	Asker	Christine	Education and Culture	Christine.Asker@ec.europa.eu
5	Fysekidis	Antonio	Enterprise and Industry	antonios.fysekidis@ec.europa.eu
6	Simphal	Thibaud	Trade	thibaud.simphal@ec.europa.eu
7	Dage	Odile	Enlargement	Odile.Dage@ec.europa.eu

Focus group 3 representation : Professionals with a principal interest for the EU

Name	First name	Type of profile	Organisation	Mail
Massin Behrmann	Karen	Lobbying	Burson Marsteller	Karen.Massin@bm.com
Ilic	Milica	Association	IETM	milica.ilic@ietm.org
Schwander	David	Banking	EAPB	David.Schwander@eapb.eu
Simon	François-Xavier	Press	AGRA-Europe	fxsimon@agra-presse.be
Bacconnier	Floriane	Company	EY Bruxelles	floriane.bacconnier@be.ey.com
Cogliandro	Giannalia	Lobbying	European Network of Cultural Administration Training Centres	g.cogliandro@encatc.org

5.5 Analysis grid for one-to-one interviews

Sequence	Question	Use of search engine		Navigation within EUROPA pages		Use of scrolling	Optimal number of clicks	Expected time for sequence	Rationale for the sequence
		Use of an external search engine	Use of the EUROPA internal search engine	Top-Down (click goes towards required information)	Bottom-Up (click goes away from the required information)				
1	What is your feeling about the European Union’s construction? – Totally against – Skeptical – Optimistic – Supportive							2	The idea with these preliminary questions is to detect potential biases which will alter answers.
	How would you define your internet skills ? – Very poor – Poor – Decent – Good								

Sequence	Question	Use of search engine		Navigation within EUROPA pages		Use of scrolling	Optimal number of clicks	Expected time for sequence	Rationale for the sequence
		Use of an external search engine	Use of the EUROPA internal search engine	Top-Down (click goes towards required information)	Bottom-Up (click goes away from the required information)				
2	What are the different institutions of the European Union ?							3	The internet navigator is set on a blank page. The idea is to see how the target will proceed when asked to find an information on the EU. Will he go directly on EUROPA? Will he use an external search engine such as Google or an online encyclopedia? Will he use a national information website?
	Please, find the official website of the European Union and surf on it for a couple of minutes.								The animator will then move on and tell the target that a website is dedicated to the European institutions. The idea is to check how much time he takes to end up on EUROPA and what will be his first intuitive steps on the website.
3	Please find the Home page of the President of the Commission, José Manuel Barroso							2	Question providing additional elements for Evaluative Question 1

Sequence	Question	Use of search engine		Navigation within EUROPA pages		Use of scrolling	Optimal number of clicks	Expected time for sequence	Rationale for the sequence
		Use of an external search engine	Use of the EUROPA internal search engine	Top-Down (click goes towards required information)	Bottom-Up (click goes away from the required information)				
4	Please ask any question on a European policy (ex. Common Agricultural Policy) through EUROPA services							3	Question providing additional elements for Evaluative Question 2
5	Please, express your opinion online on "Europe's borders and its role in the world"							3	Question providing additional elements for Evaluative Question 3 (the following question will push the interviewed person to use Europe Direct services or Debate Europe, which is a transaction service as it provides for personalized answers)

Sequence	Question	Use of search engine		Navigation within EUROPA pages		Use of scrolling	Optimal number of clicks	Expected time for sequence	Rationale for the sequence
		Use of an external search engine	Use of the EUROPA internal search engine	Top-Down (click goes towards required information)	Bottom-Up (click goes away from the required information)				
6	What did you think about this test ?							3	Evaluative Question 4 is dealt with in the different questions. It is now time to tell the target that the interview is over. He will relax and might be more opened and detached to answer a last set of questions on the overall attractiveness, ease of use and possible prescription of EUROPA
	What is your overall perception of EUROPA ?								
	How would you rate the attractiveness of EUROPA ? (1: poor – 4 : excellent)								
	How would you rate the ease of navigation on EUROPA ? (1: poor – 4 : excellent)								
	Would you use EUROPA for personal and/or professional reasons ?								

	When do you think you will connect to EUROPA again ?			
--	--	--	--	--

Sequence	Question	Use of search engine		Navigation within EUROPA pages		Use of scrolling	Optimal number of clicks	Expected time for sequence	Rationale for the sequence
		Use of an external search engine	Use of the EUROPA internal search engine	Top-Down (click goes towards required information)	Bottom-Up (click goes away from the required information)				
7	Do you have any suggestions for improving EUROPA ? (for disabled persons : what would improve EUROPA's use in your opinion : character size etc...?)							4	The test will finish off with opened questions allowing the target to express his opinions on EUROPA. These suggestions will be interesting for the recommendations in the final report.
	What would you like to find on EUROPA ?								

5.6 Grid used for the usability test

List of indicators and corresponding evaluation questions for the usability tests

Question: 1.I.1 The website is well structured, clear efficient and without overlaps
▪ Time needed to carry out a transaction ▪ Level of system reliability and error processing
Question: 1.I.2 The navigation of the website, including the flow of information and navigation logic, is user-friendly
▪ Time required to find information ▪ Time required to learn how to use the site ▪ Ease of site ownership
Question: 1.I.3 The functioning of the web is state-of-the-art, ergonomic and professional
▪ Are the communication tools in line with the current Internet offering ? ▪ How interactive is the site for users ? ▪ Level of quality provided by the site for an institution of such standing

Criteria

The usability test is built according to the following 14 criteria. Through online analyses and documentary review established by our experts we selected the list below. A list of best practices will also be made. It is also important to mention that some of the best practices will be established by interviews and others by online analysis.

1. A system providing ergonomic navigation (Accessible, intuitive, adaptable)
▪ Screen resolution ▪ Computer languages used (HTML, XML, CSS, Flash, JavaScript) ▪ Compatibility with popular browsers (Internet Explorer, Firefox, Opera) ▪ Behaviour under mobility conditions (PDA, Smartphone) ▪ International encoding standard ▪ Downloadable document formats ▪ Average static page loading time ▪ Average loading time for downloadable documents ▪ Transaction processing time ▪ Compliance with WAI accessibility standards ▪ Position and persistence of primary functions (return to Home, saving, changing languages, using conditions, help, contacts, return, action buttons) ▪ Standard video and buffering
Related to evaluation questions : 1.I.2 - 1.I.3
Related to benchmark criteria: 1. First impression, 2. Navigation

2. Intelligible tree structure (Hierarchically organised, consistent)
▪ Number of hierarchical levels ▪ Distribution of the hierarchical levels ▪ Label system ▪ URL system used
Related to evaluation questions : 1.I.1 - 1.I.2
Related to benchmark criteria: 1. First impression, 2. Navigation

3. Attractive visual identity (original, consistent, modern)

- Identity component studies : logo, typography, colours, symbols, photos, illustrations
- Use of the identity components: distribution, relevance.

Related to evaluation questions : 1.I.3

Related to benchmark criteria: 1. First impression, 2. Navigation

4. An explicit reader clickstream (logical, tagged, quick)

- Vocabulary used in the primary functions (return to Home, saving, changing languages, using conditions, help, contacts, return, action buttons)
- Pinpointing system: Breadcrumb trail, browsing/selection interaction zone, mnestic capacity.
- Naming system : Titre, URL
- Link system : label, grouping, signage

Related to evaluation questions : 1.I.1 - 1.I.2

Related to benchmark criteria: 1. First impression, 2. Navigation, 8. User Satisfaction

5. Well organised layout (Tidy, well-balanced, upgradable)

- Use of type rules
- Use of available space
- Logical content organisation

Related to evaluation questions : 1.I.1 - 1.I.2

Related to benchmark criteria: 1. First impression, 2. Navigation, 8. User Satisfaction

6. Customised interface (localised, tooled)

- Linguistic tools: distribution of languages, translation, localisation.
- User-friendly tools : downloading pages, managing font sizes, printing, notifying updates
- Sharing tools: forwarding by email, citation and bookmark.
- Identification tools : saving zone, automatic reconnection, retrieving password

Related to evaluation questions : 1.I.2

Related to benchmark criteria: 1. First impression, 2. Navigation

7. A uniform graphic charter (proportional, upbeat, harmonious)

- Using an iconography
- Using colours and contrasts
- Using fonts

Related to evaluation questions : 1.I.3

Related to benchmark criteria: 1. First impression, 2. Navigation

8. Presence of errors (Systems) and user help (standardised, operating)

- Resolution tools : FAQ, Forums, contacts
- Counting and behaviour in the event of database error (form, search)
- Counting and behaviour in the event of data entry error (URL, form)
- Counting and behaviour in the event of browsing error (internal, external links)

Related to evaluation questions : 1.I.1

Related to benchmark criteria: 1. First impression, 2. Navigation

9. Form design (length, sequence, relevance)

- Number of stages required to trigger the result
- Number of fields required depending on the complexity of the result to be obtained

Related to evaluation questions : 1.I.1

Related to benchmark criteria: 1. First impression

10. Standard navigation method (principle, system, user-friendliness)

- Horizontal navigation system
- Vertical navigation system
- Site map
- System relevance: targeted navigation tests (Erasmus, Invitation to tender, European standards, mini agreement, constitution, Turkey.)

Related to evaluation questions : 1.I.1 - 1.I.2

Related to benchmark criteria: 2. Navigation

11. Research tools (relevance, reliability)

- Tool performance: ordination, language management, data entry correction, connected and/or alternative proposal, advanced research, sorting results.
- Tool relevance: targeted navigation tests (Erasmus, Invitation to Tender, European standards, mini agreement, constitution, Turkey.)

Related to evaluation questions : 1.I.1 - 1.I.2

Related to benchmark criteria: 8. User Satisfaction

12. Communication tools: quality, utility, modernity

- Syndication: XML, RSS, ATOM.
- Exchanges : forum, blogs
- Multi-media: video, audios.
- User generated: Digg, mashup, tag, cloudtag.
- Publication : breaking news, directories, etc.

Related to evaluation questions : 1.I.3

Related to benchmark criteria: 1. First impression, 5. Making Contact

13. Ability of the site to listen, speak and think (Intereactive)

- Listening: depth of response to the interface systems (keyboard, mouse)
- Speaking: diversity of expression (text, image, multi-media.)
- Thinking: power and quality of the processing carried out by the site

Related to evaluation questions : 1.I.3

Related to benchmark criteria: 1. First impression, 5. Making Contact

14. Overall site consistency

- Does the overall site quality match the expectations of an organisation of this level?

Related to evaluation questions : 1.I.3

Related to benchmark criteria: 1. First impression, 5. Making Contact

5.7 Online survey

What is EUROPA?

EUROPA is the portal to the official websites of all the EU institutions. It provides a vast array of information, particularly concerning the European Union's objectives, policies and institutional set-up.

Why this survey?

We want to know if EUROPA meets your information needs quickly and effectively.

Your personal details

1. Where do you live? (compulsory)



Belgium, France, Germany, Italy, Luxembourg, Netherlands, Denmark, Ireland, United Kingdom, Greece, Spain, Portugal, Austria, Finland or Sweden



Cyprus, Czech Republic, Estonia, Hungary, Latvia, Lithuania, Malta, Poland, Slovakia or Slovenia



Romania or Bulgaria



Croatia, Turkey or Former Yugoslav Republic of Macedonia (FYROM)



Other

2. Sex (compulsory)



Female



Male

3. Age (compulsory)



Under 18



18-24



25-60



Over 60

4. Do you have any kind of disability that makes it harder to use the internet? (compulsory)



Yes



No

5. What language(s) do you speak? (you may specify more than one) (compulsory)



Bulgarian



Czech



Danish



Dutch



English



Estonian



Finnish



French



German



Greek



Hungarian



Irish



Italian



Latvian



Lithuanian



Maltese



Polish



Slovak



Slovenian



Spanish



Portuguese



Romanian



Swedish



Other

6. What is your professional situation? (compulsory)



Student



In work



Retired



Unemployed

7. Which sector are (were) you active in? (optional)

8. How do you usually receive information about the EU? (you may specify more than one) (compulsory)

☐ Television
☐ Radio
☐ Press (printed)
☐ Internet
☐ Other

9. Why do you visit EUROPA, the European Union website? (optional)

10. How often do you visit EUROPA? (compulsory)

☐ Several times a day
☐ Once a day
☐ Once a week
☐ Once a month
☐ A few times a year

11. Are you in contact with the European Commission as part of your work? (compulsory)

☐ Yes, frequently
☐ Yes, sometimes
☐ No, never

General user-friendliness

1. What type of search engine do you use to find information on EUROPA? (you may specify more than one) (compulsory)

☐ EUROPA search function
☐ Altavista
☐ Google
☐ Voila
☐ Windows Live Search
☐ Yahoo
☐ No search engine, I use the EUROPA url directly
☐ Other search engine

2. Please rate the overall look of EUROPA (compulsory)

☐ Very appealing
☐ Appealing
☐ Dry
☐ Unappealing
☐ No opinion

3. Is the structure of EUROPA well organized and clear? (compulsory)

☐ Yes, very clear
 ☐ Yes, quite clear
 ☐ No, quite unclear
 ☐ No, not clear at all
 ☐ No opinion

4. Do you know any of these specific portals on EUROPA? If so, which ones do you use? (you may specify more than one) (compulsory)

☐ EUROPA homepage	☐ What's new	☐ EUROPA search function
☐ EUROPA index page (Information Sources)	☐ EUROPA press room	☐ 'Activity' pages
☐ 'Institutions' pages	☐ 'Documents' pages	☐ EUR-Lex
☐ EU at a glance	☐ Commission homepage	☐ Commission alphabetical index (A to Z)
☐ Commission site map	☐ Commission "Who's who" page	☐ Commission policies page
☐ I don't know any of these	☐ I use other portals on EUROPA	

Quality of information

1. Do you find the information you are looking for on EUROPA? (compulsory)

☐ always
 ☐ frequently
 ☐ rarely
 ☐ never
 ☐ no opinion

2. What type of information do you usually look for on EUROPA? (you may specify more than one type) (compulsory)

- ☐ General information on the EU
- ☐ Information on a specific economic sector
- ☐ Practical matters (programmes, import/export, administrative documents, translations, interpretation, etc.)
- ☐ Information on EU institutions : how they work, who does what, etc
- ☐ Information on EU policies and future legislation
- ☐ Information for educational purposes

☐

Other

3. On average how long does it take you to find the information you want on EUROPA? (compulsory)

☐

1-5 minutes

☐

6-15 minutes

☐

16-30 minutes

☐

More than 30 minutes

3.1 Is this due to:

☐

difficulties finding information?

☐

having to search through irrelevant results returned by the search function?

☐

excessively slow response times?

☐

other

4. Does the information you find adequately meet your specific needs? (compulsory)

☐

Always

☐

Frequently

☐

Rarely

☐

Never

☐

No opinion

5. Is the information you want on EUROPA available in a language you are comfortable with? (compulsory)

☐

Always

☐

Frequently

☐

Rarely

☐

Never

☐

No opinion

6. In your opinion, is the information on EUROPA objective? (compulsory)

☐

Always

☐

Frequently

☐

Rarely

☐

Never

☐

No opinion

7. Do you use other web sources to get information about the EU apart from the websites in the europa.eu domain? (compulsory)

☐

Always

☐

Frequently

☐

Rarely

☐

Never

☐

No opinion

7.1 Please specify what other sources you use (optional)

Interactivity

1. Do you think that EUROPA gives the general public the chance to express their views on the EU policy making process? (compulsory)

☐

Yes

☐

No

☐

No opinion

2. Is it easy to communicate with EU institutions through EUROPA? (compulsory)

☐

Very easy

☐

Easy

☐

Difficult

☐

Very difficult

☐

No opinion

3. Which communication channels do you use on EUROPA ? (you may specify more than one) (compulsory)

☐

Online consultations

☐

Blogs

☐

Discussion Forums

☐

Chats

☐

Podcasts

☐

FAQ

☐

Mail

☐

Phone

☐

Letter

☐

Others

☐

None: please go to part V and VI

4. Do you know about these websites/services? (you may specify more than one) (optional)

☐

Your voice in Europe

☐

Debate
Europe

☐

Your
Europe

☐

European Youth
Forum

☐

Europe
Direct

☐

I don't know any of
these

5. For which of the following reasons do you usually visit EUROPA or use its interactive services? (you may specify more than one) (optional)

☐

express your opinion on European policies and positions

☐

discuss specific European issues with fellow Europeans

☐

discuss specific European issues with EU experts

☐

understand the EU position on current European and international issues

☐

get specific information relating to activities you intend to pursue in other European countries (living/working/studying abroad, job hunting, your rights in other countries, etc.)

☐

get specific information related to your profession (trade, legislation, press release, European

- ☐ get specific information related to your profession (trade, legislation, press release, European programmes etc.)
- ☐ discuss subjects you can't discuss elsewhere on the web
- ☐ other

6. Do the interactive services provided on EUROPA meet your needs? (optional)

- ☐ Always
 ☐ Frequently
 ☐ Rarely
 ☐ Never
 ☐ No opinion

7. In your experience, is it useful to use EUROPA's interactive services to bring subjects to the attention of the Commission? (optional)

- ☐ Very useful
 ☐ Quite useful
 ☐ Not very useful
 ☐ Totally useless
 ☐ No opinion

Services

1. What type of services do you usually look for on EUROPA? (you may specify more than one) (compulsory)

- | | | |
|--|---|---|
| ☐ General advice or request for information (Europe Direct) | ☐ Legal advice (e.g. SOLVIT, Citizens Signpost Service, etc) | ☐ Ordering documents or videos |
| ☐ Public contracts submission | ☐ Applications for grants | ☐ Finding a job |
| ☐ Enrolling for events | ☐ None of these: please go to part VI | ☐ Other |

2. Do you generally find the service you are looking for on the EUROPA website? (optional)

- ☐ Always
 ☐ Usually
 ☐ Sometimes
 ☐ Never

2.1 How would you rate its quality?

☐ Excellent ☐ Good ☐ Poor ☐ Very poor ☐ No opinion

2.2 Was the time you took to find the service on EUROPA

☐ Very short? ☐ About right? ☐ Too long? ☐ Much too long? ☐ No opinion

2.1 How would you rate its quality?

☐ Excellent ☐ Good ☐ Poor ☐ Very poor ☐ No opinion

2.2 Was the time you took to find the service on EUROPA

☐ Very short? ☐ About right? ☐ Too long? ☐ Much too long? ☐ No opinion

2.1 How would you rate its quality?

☐ Excellent ☐ Good ☐ Poor ☐ Very poor ☐ No opinion

2.2 Was the time you took to find the service on EUROPA

☐ Very short? ☐ About right? ☐ Too long? ☐ Much too long? ☐ No opinion

3. Do you find the services on EUROPA: (optional)

☐ Very useful? ☐ Useful? ☐ Rarely useful? ☐ Useless? ☐ No opinion

4. Is the service you want on EUROPA available in a language you are comfortable with? (optional)

☐ Always ☐ Frequently ☐ Rarely ☐ Never ☐ No opinion

Conclusions

1. Overall, how satisfied are you with EUROPA? (compulsory)

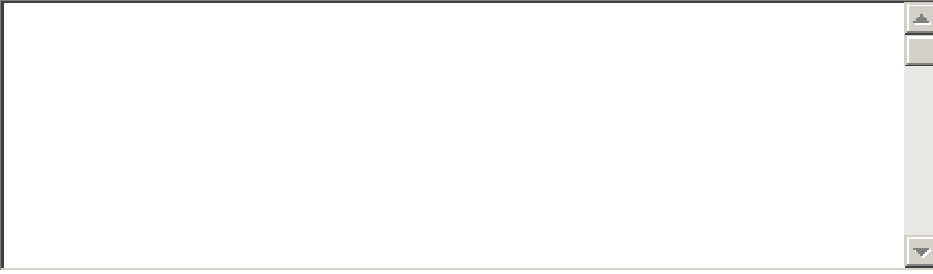
☐ Very satisfied ☐ Satisfied ☐ Not so satisfied ☐ Not satisfied at all ☐ No opinion

2. Overall, how does EUROPA compare to similar websites you have visited? (compulsory)

☐ Much better ☐ Better ☐ Similar ☐ Worse ☐ No opinion

2.1 Please specify which sites these are (optional)

3. Any other comments/suggestions? (optional)

A large empty rectangular box for comments, with a vertical scrollbar on the right side. The box is white with a thin black border. The scrollbar is a vertical track with a small handle and arrows at the top and bottom.

5.8 List of criteria (benchmark)

Thematics	Criteria	Sub questions
1. First impressions	Download time - size of home page	- Download Time > 15 sec. : 0 - Download Time < 15 sec. : 1
	Look and feel - readability	- Are pages easily readable, clear and easy to understand ? (No = 1 ; Yes = 0) - Are pages not too cluttered with text and images ? (No = 1 ; Yes = 0)
	Need to download software	- Need to download specific software to run the website (No = 1 ; Yes = 0)
	Home page on one screen	- Is Home page on one screen ? (Yes = 1 ; No = 0)
	Statement from management	- Is there a statement available and provided by the organisation ? (Yes : 1 ; No : 0)
	Register to get into site	- Is there any register to sign to get into site? (Yes = 0 ; No = 1)
2- Navigation	Easy of use	- Does the navigation system is intuitive and easy to use ? (No = 1 ; Yes = 0)
	Site map	- Is there an Home page site map and is it easy to understand and enhance navigation through the website ? (Yes : 1 ; No : 0)
	Return to Home Page from any page	- Is there a link back to the home page from any Europa pages? (Yes : 1 ; No : 0)
	Internal search engine	- Internal search engine is not available : 0 - Internal search engine available but not suitable : 1 - Internal search facility available and suitable : 2
3- Content	Level of interaction	- Does website present a great opportunity to interact with users (such as forum, webcast, chat...)? (Yes : 1 ; No : 0)
	Video use	- Is Video media present ? (No = 1 ; Yes = 0) - Is size of the video not too heavy ? (No = 1 ; Yes = 0) - Is video setup relevant regarding the content displayed ? (No = 1 ; Yes = 0)
		- Are graphics useful to ease the understanding of the website ? (Yes : 1 ; No : 0)
	Use of valuable graphics	- Are graphics useful to ease the understanding of the website ? (Yes : 1 ; No : 0)
	Use of valuable sound (podcast)	- Are sounds useful to ease the understanding of the website ? (Yes : 1 ; No : 0)
	Content in digestible quantity	- Yes = 1 ; No = 0
	Up-to-date	- Is an update date or a publication date available on webpages ? (No = 1 ; Yes = 0) - Are webpages (which requires frequent update) are up-to-dated ? (No = 1 ; Yes = 0) - Is user easily informed by the site regarding last update ? (No = 1 ; Yes = 0)
		- Does the site's content available in multiple languages ? (Yes : 1 ; No : 0)
	Accessibility for the disabled	- Is the website accessible for the disabled ? (No = 1 ; Yes = 0)
	FAQ's	- Is a FAQ is available ? (Yes : 1 ; No : 0)
4- Findability	Intuitive URL	- URL easy to remember (Yes = 1 ; No = 0)
	Designed for search engine performance (Intuitive keywords)	- Is title displayed in the Windows explorer page is the same than title displayed by google ? (Yes : 1 ; No : 0)
	Use of CSS (Cascading Style Sheet) in order to highlight main words	- Relevant use of CSS : (Yes : 1 ; No : 0)
	Existence of a RSS Feed (Really Simple Syndication)	- Use of RSS: (Yes : 1 ; No : 0)
	Existence and lay out of external links to affiliate sites	Number of links calculated by Google with the command "link: url". - Number of external links < 1000 : 0 - Number of external links > 1000 : 1
5- Making contact	Email and other details visible (telephone contact provided, telephone call back offered)	- Is contact detail easily to find ? Yes = 1 ; No = 0
	Response time to enquiries (automatic email response, personal email response)	- Is response time to enquiries adequate in term of personal response, time of response ? (Yes : 1 ; No : 0)
6- Browser compatibility	Internet Explorer (6.0)	- Yes = 1 ; No = 0
	Netscape Navigator (9.0)	- Yes = 1 ; No = 0
	Opera (9.23)	- Yes = 1 ; No = 0
	Mozilla Firefox (2.0)	- Yes = 1 ; No = 0
	Maxthon (1.5.9)	- Yes = 1 ; No = 0
	Safari (3 B�ta)	- Yes = 1 ; No = 0
7- Accessibility	Mobile, Smartphone & pdas accessibility	- Are websites easily accessible via mobile, smartphone & pdas ? (No = 1 ; Yes = 0) - Are webpages conception are optimized for mobile, smartphone & pdas use ? (No = 1 ; Yes = 0)

5.9 Description of the log file analysis

— Travaux préliminaires

Identification des paramètres de la table

Les premiers travaux ont porté sur la table reçue weblog.sas7bdat. représentant une journée de log file du site Europa.

- le premier traitement concernait une identification et description du contenu de la table de données reçues (cf Annexe 1). il s'agissait :
 - o d'identifier les différents paramètres de la table source
 - o de prendre connaissance des qualifications informatiques de chacun des paramètres de la table. Plusieurs paramètres présentaient une qualification informatique de type BLNK.
- Cette qualification informatique portée par certains paramètres ont rendu difficile l'accès aux données dans la table initiale. C'est pourquoi, nous avons traité la qualification de ces paramètres en le remplaçant par une qualification « chaînes de caractère ».

Ce traitement a permis d'accéder aux données, mais il a augmenté considérablement la taille de la base (passée de 5GB à 44 GB)

Lors de l'entretien avec les équipes EY Secteur Public, un choix de 15 paramètres pour la réalisation de l'étude, au sein d'une table désormais d'une taille de 15GB.

— Data

Le périmètre

La table de données source a fait l'objet d'une sélection, destinée à retenir seulement 15 paramètres jugés pertinents par l'équipe E&Y Secteur Public, pour le calcul des indicateurs. Cette dernière table est destinée à servir de support à notre travail, la table : Tab_etudes.sas7bdat (cf. Annexe 2), qui figure dans le dossier « travaux EY »

L'année d'observation

L'ensemble de la table de données Tab_etudes.sas7bdat porte sur la même journée d'observation des connections au site Internet Europa : le 25 juillet 2007. Elle contient le même nombre de lignes que la table de données source : 7 485 753 lignes.

L'unité statistique

Chaque unité d'observation correspond à une **page consultée par un utilisateur**. La première page consultée par tout nouvel utilisateur ne correspond pas forcément à une connection au site Europa. Sa première ligne d'observation peut être :

- le site référent qui lui a permis d'accéder au site Europa,
- une phase de recherche via des sites de moteurs de recherche.

— Indicateurs de l'étude :

Les indicateurs retenus par l'équipe E&Y Secteur Public sont les suivants :

Indicateurs	Description
Indicateur 1	Les 50 pages les plus consultées.
Indicateur 2	La répartition de l'accès au site (en %) entre : - accès direct, - accès search engine, - accès via un site référant
Indicateur 3	Les taux d'abandon : - au 1^{er} clic, - au 2^{ème} clic, - au 3^{ème} clic, - au 4^{ème} clic.
Indicateur 4	Temps moyen passé sur le site Internet Europa.
Indicateur 5	La proportion d'internaute qui passe par le moteur de recherche Google pour accéder au site Europa.
Indicateur 6	Le temps moyen passé sur la page d'accueil Le temps moyen passé sur les pages « presse ».

— Les paramètres sélectionnés dans la Table Tab_etude

Sur les 72 paramètres observés dans la table de données source, nous avons extrait **15 paramètres**, pour l'analyse des indicateurs retenus. Ces paramètres et les observations correspondantes figurent dans la table Tab_etude.sas7bdat.

Paramètre	Type	Description
Browser	Qualitatif	Nom du navigateur utilisé (Internet explorer, Mozilla..)
Browser version	Qualitatif	Version du navigateur (7.0...)
Client DNS	Qualitatif	Néant
Client ID	Qualitatif	Identifiant de l'utilisateur (abrégé)
Country	Qualitatif	Pays d'origine de l'utilisateur
Language	Qualitatif	Langue utilisée pour la navigation
Referrer	Qualitatif	Indique la page web consultée par l'utilisateur.
Searchengine	Qualitatif	Adresse url du moteur de recherche utilisé. Si ce n'est pas le cas : (nosearchengine)
Searchphrase	Qualitatif	Expression tapée par l'utilisateur dans le moteur de recherche
Visitor identifier	Qualitatif	Identifiant de l'utilisateur (complet).
Date time	Date	Date et heure correspondant à l'accès à la page consultée
Entry_point	Qualitatif	Cette variable indique lorsque un nouvel utilisateur est connecté. Il

		peut s'agir d'une connection à un moteur de recherche, à un site référent, ou directement au site Europa
Exit_point	Qualitatif	Cette variable indique quant la page consultée par l'utilisateur est la dernière page avant déconnection.
referrer_cnt_eur	Qualitatif	Ce paramètre prend la valeur 1 si le site consulté est un site Europa.eu, 0 sinon
Referrer_cnt_ext	Qualitatif	Ce paramètre prend la valeur 1 si le site consulté est un site autre qu'un site Europa.eu.

— Paramètres créés

N°	Description	Les variables concernées vérifient la condition :
acces	Permet de déterminer le mode d'accès au site Internet Europa	<pre> if searchengine ^= "(no searchengine)" then acces='MR'; else if referrer_cnt_eur=0 & referrer_cnt_ext=1 then acces='referent'; else if referrer_cnt_eur=1 & referrer_cnt_ext=0 then acces='direct'; else acces='autre'; </pre>
temps	Calcule l'heure de connection à la page concernée	<pre> heure=hour(datetime); minute=minute(datetime); seconde=second(datetime); temps=seconde+60*minute+60*60*heure; </pre>

— Traitement statistique

Indicateur n°1 : Les cinquante pages les plus consultées

5.9.1 Contexte

Il s'agit d'identifier et de quantifier les cinquante pages les plus consultées en une journée.

5.9.2 Paramètre utilisé:

Le paramètre permettant de déterminer le top 50 des pages consultées est : « Referrer »

5.9.3 Méthode :

Il s'agit d'identifier les modalités du paramètre « referrer », et de déterminer la fréquence de chacune d'entre elles.

5.9.4 Représentation graphique :

Deux modes de représentation sont proposés :

- la part du top 50 sur l'ensemble des pages consultées
- la part de chacune des 50 top pages sur le total des cinquante top pages.

Indicateur n°2 : La répartition de l'accès au site

5.9.5 Contexte

L'objectif est de déterminer la part d'accès :

- direct,
- via un moteur de recherche,
- via un site référent.

Nous comprenons « accès par moteur de recherche », les accès :

- via des sites dédiés à des moteurs de recherche, du type google, ou yahoo
- via un moteur de recherche proposé par tout type de site

Nous comprenons par « accès par site référent » le fait que l'utilisateur accède au site Europa, en cliquant sur un lien qui l'y conduit, via tout type de site.

5.9.6 Paramètres utilisés

Les paramètres utilisés pour évaluer la répartition de l'accès au site sont les suivants :

- « searchengine »
- « referrer »
- « entry_point »

Pour chaque observation, le paramètre « searchengine » peut prendre deux types de contenus :

- « no searchengine » : Il s'agit soit d'un accès direct, soit d'un accès via un site référent.
- autre que « no searchengine » : Il s'agit d'une recherche via moteur de recherche.

5.9.7 Méthode

On crée d'abord une nouvelle table ne gardant que les premières connexions des utilisateurs. Soit une table avec « entry_point =1 »

On crée ensuite une variable avec trois modalités, dénommée « acces », prenant des valeurs correspondantes aux cas suivants :

- o si searchengine est différent de « nosearchengine », alors il s'agit d'un utilisateur qui utilise un moteur de recherche : modalité = 1
- o si « searchengine » vaut (nosearchengine), dans ce cas là, il s'agit
 - d'un accès direct, si « referrer_cnt_eur=1 » et « referrer_cnt_ext=0 » : modalité = 2
 - d'un accès via site référent, si « referrer_cnt_ext=1 », et « referrer_cnt_eur=0 » : modalité = 3

- d'un autre type d'accès non identifiable si « referrer_cnt_ext=0 » et « referrer_cnt_eur=0 »

On quantifie le nombre de connexions en fonction des modalités du paramètre créé et intitulé « acces »

5.9.8 Limites

Il existe certaines données pour lesquelles aucun type d'accès n'est identifiable. Cela correspond au cas : « referrer_cnt_ext=0 » et « referrer_cnt_eur=0 ». Dans ce cas il s'agit d'observations pour lesquelles le paramètre « referrer » n'avait pu être identifié dans la log, et dont nous ne connaissons pas la valeur. Par conséquent, les cas où « referrer_cnt_ext=0 » et « referrer_cnt_eur=0 » sont considérés en « autres », puisqu'aucun type d'accès n'est identifiable.

5.9.9 Représentation graphique

La représentation graphique envisagée pour cet indicateur est un « camembert », avec la part de chaque type d'accès au site.

Indicateur n°3 : Les taux d'abandon

5.9.10 Contexte

Il s'agit de déterminer les taux d'abandon des utilisateurs du site Europa après le deuxième clic, troisième clic... Sur l'ensemble des utilisateurs, quelle est la proportion d'utilisateurs qui abandonnent le site au bout d'un clic, deux clics, trois clics ?

5.9.11 Paramètres utilisés

Les paramètres utilisés pour évaluer les taux d'abandon des utilisateurs du site Europa sont :

- « referrer_cnt_eur », qui vaut 1 lorsque l'utilisateur est sur le site Europa ;
- « Visitor_ID », qui est l'identifiant de l'utilisateur.

5.9.12 Méthode

Pour connaître le taux d'abandon au deuxième ou troisième clic, l'idée est la suivante :

Le paramètre « referrer_cnt_eu », vaut 1 à partir du moment où l'internaute est sur le site Europa (0, s'il est sur un autre site). Donc on peut déterminer, pour chaque utilisateur, le nombre de pages consultées sur le site Europa.

- Créer une table qui ne contient que les observations pour lesquels « referrer_cnt_eur »=1. C'est-à-dire que les utilisateurs qui sont sur le site Europa.

- Une fois cette table créée, déterminer les modalités du paramètre « referrer », correspondant à l'identifiant de l'utilisateur. On obtiendra ainsi pour chaque utilisateur le nombre de pages qu'il a consulté.
- Calculer la fréquence des résultats de la procédure précédente (nombre de pages consultés par chaque utilisateur), on obtiendra ainsi une fréquence d'apparition de « 2 pages consultés », trois pages consultées, etc..., qui nous permettra d'obtenir le taux d'abandon au deuxième, troisième clic, etc...

5.9.13 Représentation graphique :

Cet indicateur pourra être représenté sous la forme d'un camembert présentant la part de chaque taux d'abandon.

Indicateur n°4 : Temps moyen passé sur le site Internet Europa

5.9.14 Contexte

Il s'agit de déterminer le temps moyen passé sur le site internet Europa.

5.9.15 Paramètres utilisées

Les paramètres utilisés pour l'analyse de cet indicateur sont les suivants :

- « date time », qui indique la date et l'heure de connexion
- « referrer », qui est la page consultée par l'utilisateur

5.9.16 Méthode

On procède de la façon suivante :

- On crée une table ne contenant que les observations correspondantes aux « entry_point=1 » ou « exit_point=1 »
- on crée une variable « temps » correspondant à l'heure exacte de chaque observation, à partir du paramètre « datetime »
- On calcule ainsi le temps passé par différence entre la variable « temps » correspondant à « entry_point=1 » et la variable de temps correspondant à « exit_point=0 ».

5.9.17 Limite

Le temps passé par l'utilisateur sur la dernière page ne pourra être pris en compte. En effet, la dernière ligne relative à un utilisateur indiquera sa date et son heure de connexion sur la dernière page consultée, et non la date et l'heure de sortie de cette page.

5.9.18 Représentation graphique

Le temps passé par l'utilisateur sur le site Internet Europa pourra être représenté sous forme d'histogramme.

Indicateur n°5 : La proportion d'internautes qui passe par le moteur de recherche Google pour accéder au site Europa

5.9.19 Contexte

Il s'agit de déterminer la proportion des internautes qui utilisent le moteur de recherche Google pour accéder au site internet Europa

5.9.20 Paramètres utilisés

Les paramètres utilisés pour construire cet indicateur sont les suivants :

- « acces », créé pour l'indicateur 2
- « searchengine »

5.9.21 Méthode

On se base sur l'utilisation du paramètre à trois modalités créé pour l'indicateur 2. On crée une table ne contenant que les observations pour lesquels ce paramètre prend la valeur « MR », correspondante au cas « moteur de recherche »

On quantifie les modalités du paramètre « searchengine » dans la table créée, afin d'observer le nombre d'accès via google

5.9.22 Représentation graphique

Cet indicateur pourra être représenté sous forme de « camembert »

5.10 Description of the EU weblog table (Log file analysis)

N° du paramètre dans la table	Paramètres	Libellé	Longueur du paramètre	Format	Commentaires
1	Browser	Browser	40	\$BLNK	Espace : Données manquantes
2	Browser_Version	Browser Version	8	\$BLNK	Espace : Données manquantes
3	Content_Group	Content Group	8	\$BLNK	Espace : Données manquantes
4	Content_Group_Entry_Point	Content Group Entry Point	8	COMMA	Flotant
5	Content_Group_Exit_Point	Content Group Exit Point	8	COMMA	Flotant
6	Cookies_Present	Cookies Present	8	COMMA	Flotant
7	Country	Country	32	\$COUNTRY	Caractère
8	Country_Code_Page	Country_Code_Page	32	\$COUNTRY	Caractère
9	Date	Date	8	DATE	Date
10	Datetime	Datetime	8	DATETIME	Date et heure
11	Day_of_Week	Day of Week	3	WEEKDATE	Date de la semaine
12	Domain	Domain	128	\$BLNK	Espace : Données manquantes
13	Entry_Point	Session Starts	8	COMMA	Flotant
14	Exit_Point	Session Stops	8	COMMA	Flotant
15	File_Count	Hit Count	8	COMMA	Flotant
16	File_Type	File Type	40	\$BLNK	Espace : Données manquantes
17	Folder	Folder	10	\$BLNK	Espace : Données manquantes
18	Folder_Entry_Point	Folder_Entry_Point	8	COMMA	Flotant
19	Folder_Exit_Point	Folder_Exit_Point	8	COMMA	Flotant
20	Hour	Hour	8		
21	Initial_Reference_by_Session	Session reference count for this page	8	COMMA	Flotant
22	Language	Language	2	\$	Caractère
23	Month	Month	8	MONYY	Mois/Année
24	Org	Organization	32	\$WHCOMP	Inconnu
25	Org_Type	Organization Type	32	\$OTYPE	Caractère
26	Page_Count	Page Views	8	COMMA	Flotant
27	Page_Number	Page Number	8		
28	Platform	Platform	40	\$BLNK	Espace : Données manquantes
29	Proxy	Proxy	128	\$BLNK	Espace : Données manquantes
30	Quarter	Quarter	8	YYQ	trimestre
31	Raw_Proxy	Raw_Proxy	128	\$BLNK	Espace : Données manquantes
32	Record_ID	Record ID	24	\$BLNK	Espace : Données manquantes
33	Referrer_Domain	Referrer Domain	128	\$BLNK	Espace : Données manquantes
34	Rubric	Rubric	8	\$BLNK	Espace : Données manquantes
35	Rubric_entry_point	Rubric_entry_point	8	COMMA	Flotant
36	Rubric_exit_point	Rubric_exit_point	8	COMMA	Flotant
37	Scheme	Scheme	32	\$BLNK	Espace : Données manquantes
38	Searchengine	Searchengine	64	\$	Caractère
39	Searchphrase	Searchphrase	256	\$	Caractère
40	Server	Server	32	\$BLNK	Espace : Données manquantes
41	Session_ID	Session ID	128	\$BLNK	Espace : Données manquantes
42	Single_Access_Page	Single_Access_Page	8		
43	State	State	32	\$UNKN	Inconnu
44	Total_Bytes	Total Bytes	8	COMMA	Flotant
45	Type_of_Page	Type_of_Page	32	\$UNKN	Inconnu
46	URL_Level_1	Directory Level 1	64	\$BLNK	Espace : Données manquantes
47	URL_Level_2	Directory Level 2	64	\$BLNK	Espace : Données manquantes
48	URL_Level_3	Directory Level 3	64	\$BLNK	Espace : Données manquantes
49	URL_Level_4	Directory Level 4	64	\$BLNK	Espace : Données manquantes
50	URL_Level_5	Directory Level 5	64	\$BLNK	Espace : Données manquantes
51	URL_Level_6	Directory Level 6	64	\$BLNK	Espace : Données manquantes
52	URL_Level_7	Directory Level 7	64	\$BLNK	Espace : Données manquantes
53	URL_Level_8	Directory Level 8	64	\$BLNK	Espace : Données manquantes
54	Visitor_ID	Visitor Identifier	96	\$BLNK	Espace : Données manquantes
55	Webserver	Webserver	16		
56	Week	Week	8	DATE	Date
57	Year	Year	8	YEAR	Année
58	raw_requested_file	raw_requested_file	400		
59	referrer_cnt_eur	referrer_cnt_eur	8	COMMA	Flotant
60	referrer_cnt_ext	referrer_cnt_ext	8	COMMA	Flotant
61	subsite	subsite	8		
62	Bytes_Sent	Bytes Sent	8	COMMA	Flotant
63	Client_DNS	Client DNS	400	\$BLNK	Espace : Données manquantes
64	Client_ID	Client ID	48	\$BLNK	Espace : Données manquantes
65	Delay	Delay	8		
66	Method	Method	8	\$BLNK	Espace : Données manquantes
67	Referrer	Referrer	1024	\$BLNK	Espace : Données manquantes
68	Requested_File	Requested File	400	\$BLNK	Espace : Données manquantes
69	Status_Code	Status Code	8	\$STATUS	Numérique
70	Transfer_time_in_milliseconds	Transfer_time_in_milliseconds	8		
71	User_Agent	User Agent	128	\$BLNK	Espace : Données manquantes
72	Username	Username	32	\$BLNK	Espace : Données manquantes

5.11 Description of the parameters retained for the indicator analysis (Log file analysis)

N° du paramètre dans la table	Paramètres	Libellé	Longueur du paramètre	Format
1	Browser	Browser	40	\$
2	Browser_Version	Browser Version	8	\$
3	Client_DNS	Client DNS	400	\$
4	Client_ID	Client ID	48	\$
5	Country	Country	32	\$
6	Language	Language	2	\$
7	Referrer	Referrer	1024	\$
8	Searchengine	Searchengine	64	\$
9	Searchphrase	Searchphrase	256	\$
10	Visitor_ID	Visitor Identifier	96	\$
11	Datetime	Datetime	8	DATETIME
12	Entry_Point	Session Starts	8	COMMA
13	Exit_Point	Session Stops	8	COMMA
14	referrer_cnt_eur	referrer_cnt_eur	8	COMMA
15	referrer_cnt_ext	referrer_cnt_ext	8	COMMA

5.12 List of URL address (Log file analysis)

N°	URL
1	http://europa.eu/index_en.htm
2	http://europa.eu/abouteuropa/index_fr.htm
3	http://europa.eu/abouteuropa/faq/index_en.htm
4	http://europa.eu/abouteuropa/stat/index.htm
5	http://europa.eu/survey_en.htm
6	http://europa.eu/press_room/index_en.htm
7	http://europa.eu/press_room/agenda/index_en.htm
8	http://europa.eu/newsletter/index_en.htm
9	http://europa.eu/geninfo/legal_notices_en.htm
10	http://europa.eu/geninfo/mailbox/privacy_statement_en.htm
11	http://europa.eu/geninfo/query/search_en.html
12	http://europa.eu/pol/index_en.htm
13	http://europa.eu/pol/agr/index_en.htm
14	http://europa.eu/pol/about_en.htm
15	http://europa.eu/pol/copyright_en.htm
16	http://europa.eu/debateeuropa/index_en.htm
17	http://europa.eu/50/index_en.htm
18	http://europa.eu/pol/overview_en.htm
19	http://europa.eu/pol/agr/overview_en.htm
20	http://europa.eu/geninfo/whatsnew.htm
21	http://europa.eu/geninfo/whatsnew_inst.htm
22	http://www.europa.eu/geninfo/whatwasnew.htm
23	http://europa.eu/european_council/index_en.htm
24	http://europa.eu/european_council/conclusions/index_en.htm
25	http://europa.eu/european_council/websites/index_en.htm
26	http://europa.eu/documents/index_en.htm
27	http://europa.eu/geninfo/mailbox/index_en.htm
28	http://europa.eu/geninfo/mailbox/inst_en.htm
29	http://europa.eu/geninfo/mailbox/form_en.htm
30	http://europa.eu/geninfo/info/index_en.htm
31	http://europa.eu/abc/index_en.htm
32	http://europa.eu/abc/did_you_know_en.htm
33	http://europa.eu/abc/symbols/index_en.htm
34	http://europa.eu/abc/symbols/9-may/gallery_en.htm
35	http://europa.eu/abc/symbols/anthem/index_en.htm
36	http://europa.eu/abc/symbols/emblem/index_en.htm
37	http://europa.eu/abc/symbols/motto/index_en.htm
38	http://europa.eu/abc/history/index_en.htm
39	http://europa.eu/abc/treaties/index_en.htm
40	http://europa.eu/abc/12lessons/index_en.htm
41	http://europa.eu/abc/eurojargon/index_en.htm
42	http://europa.eu/abc/keyfigures/index_en.htm
43	http://europa.eu/abc/european_countries/index_en.htm
44	http://europa.eu/abc/travel/index_en.htm
45	http://europa.eu/abc/panorama/index_en.htm
46	http://europa.eu/Agencies/index_en.htm
47	http://europa.eu/Institutions/index_en.htm
48	http://europa.eu/europago/welcome.jsp
49	http://europa.eu/europago/explore/welcome.jsp
50	http://europa.eu/euinyourcountry/index_en.htm
51	http://europa.eu/geninfo/accessibility_policy_en.htm
52	http://europa.eu/publicprocurement/index_en.htm
53	http://europa.eu/roadtoconstitution/index_en.htm
54	http://europa.eu/scadplus/glossary/index_en.htm
55	http://europa.eu/scadplus/scad_en.htm
56	http://ec.europa.eu/index_en.htm
57	http://ec.europa.eu/about_en.htm
58	http://ec.europa.eu/commission_barroso/index_en.htm
59	http://ec.europa.eu/commission_barroso/interests/index_en.htm
60	http://ec.europa.eu/commission_barroso/president/index_en.htm
61	http://ec.europa.eu/commission_barroso/wallstrom/index_en.htm
62	http://blogs.ec.europa.eu/wallstrom

5.13 List of non coherent data per parameter (Log file analysis)

	Number of visits	% of total visits
Missing data	3 584 132	48%
Full data	3 901 621	52%
Total	7 485 753	100%

Paramètre	Valeur aberrante	Nombre de valeurs aberrantes
Browser	(tally)	147
Browser version	(tally)	147
Client DNS	(tally)	147
client ID	(tally)	147
	-	8
Country	(tally)	147
Language	(t)	147
searchengine	(tally)	147
	10.0.0.100	1
	127.0.0.1:4664	6
	16digits.com	1
	1stcyprus.com	1
	203.84.199.31	32
	203.84.204.121	9
	208.109.216.103	7
	209.85.129.104	494
	209.85.129.99	10
	209.85.135.104	748
	209.85.135.147	1
	209.85.165.104	38
	213.133.108.202	5
	216.109.125.130	25
	216.239.51.104	12
	216.239.59.104	62
	217.160.111.99	2
	217.160.131.108	6
	64.233.167.104	30
	64.233.167.99	6
	64.233.169.104	114
	64.233.169.99	1
	64.233.179.104	1
	64.233.183.103	3
	64.233.183.104	902
	64.233.183.147	1
	64.233.183.93	1
	64.233.187.107	4
	66.102.9.104	274
	66.218.71.231	5
	66.249.93.147	1
	72.14.203.104	1
	72.14.205.104	16
	72.14.209.104	1
	72.14.221.147	1
	72.14.235.104	49
	72.14.253.104	29
	72.30.186.56	64
	74.6.146.244	7
Visitor_ID	(nonpage)	76
	(spider)	71
	-	1
	-LinktotheekChecker0	5
	-Mozilla4.0compatible	1
	-Mozilla4.0compatible	1
referrer_cnt_eur	.	147
referrer_cnt_ext	.	147

5.14 Synthesis of missing data or non coherent data per parameter (Log file analysis)

Paramètres	Nombre de données manquantes	Donnes manquantes (en %)	Nombre de données aberrantes	Données aberrantes (en %)
Browser	1 051 651	14%	147	0%
Browser_Version	1 566 553	21%	147	0%
Client_DNS	7 485 606	100%	147	0%
Client_ID	-	0%	155	0%
Country	4 242 500	57%	147	0%
Language	4 972 958	66%	147	0%
Referrer	3 584 132	48%	*	*
Searchengine	-	0%	3 118	0,04%
Searchphrase	2 130	0,03%		0%
Visitor_ID	-	0%	155	0%
datetime	-	0%	-	0%
entry_point	-	0%	-	0%
exit_point	-	0%	-	0%
referrer_cnt_eur	-	0%	147	0%
referrer_cnt_ext	-	0%	147	0%

* Concernant le paramètre « referrer », il est impossible de quantifier exactement le nombre de données aberrantes, étant donné qu'il est difficile de juger de la pertinence ou de l'existence dans la réalité de chaque adresse url.

A titre d'exemple, le tableau ci-dessous présente certaines des observations du paramètre «referrer» qui nous paraissent aberrantes. Dans cet exemple, et d'une manière générale, aucune information complémentaire ne permet de valider qu'il s'agit bien de valeurs aberrantes.

Exemples de données aberrantes relatives au paramètre "referrer"	nombre d'observations correspondantes
http://ec.europa.eu/agriculture//////////minco/manco/feed/2002.htm	1
http://ec.europa.eu/agriculture//////////minco/manco/feed/2003.htm	1
http://ec.europa.eu/agriculture//////////new/2005/index_en.htm	1
http://ec.europa.eu/agriculture//////////minco/manco/index_es.htm	1
http://www.google.it/search?hl=it&q=1059%2F2003&meta=	1
http://ec.europa.eu/agriculture//////////agrista/2000/table_en/index.htm	1

5.15 Scorecard evaluation grid (Benchmark analysis)

Browser compatibility

Benchmark	PUBLIC INSTITUTIONS SITES														
6- Browser compatibility	EUROPA	Internet Cities	OECD	The US Gov website	Canadian Gov website	ARTESI Ile de France	New Zealand Gov website	Intern Monetary Fund	Service Public	Greenpeace	The Red Cross website	Vatican	United Nations	WHO	WBCSD
Total Average section 6	1,00	1,00	1,00	1,00	1,00	0,40	1,00	0,60	1,00	1,00	1,00	0,40	1,00	1,00	1,00
Internet Explorer (6.0)	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Netscape Navigator (9.0)	1	1	1	1	1	0	1	0	1	1	1	0	1	1	1
Opera (9.23)	1	1	1	1	1	0	1	1	1	1	1	0	1	1	1
Mozilla Firefox (2.0)	1	1	1	1	1	0	1	0	1	1	1	0	1	1	1
Maxthon (1.5.9)	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1

Benchmark	PRIVATE SITES											
6- Browser compatibility	EUROPA	Barclays	The LES and political Science	Louvre museum	General Motors	Veolia	Danone Institute	Lafarge	Norththern light	Financial Times	Amazon	Yahoo
Total Average section 6	1,00	0,80	0,80	0,60	0,80	0,80	0,80	0,80	0,80	0,80	0,80	0,80
Internet Explorer (6.0)	1	1	1	1	1	1	1	1	1	1	1	1
Netscape Navigator (9.0)	1	1	1	0	1	1	1	1	1	1	1	1
Opera (9.23)	1	0	0	0	0	0	0	0	0	0	0	0
Mozilla Firefox (2.0)	1	1	1	1	1	1	1	1	1	1	1	1
Maxthon (1.5.9)	1	1	1	1	1	1	1	1	1	1	1	1

Benchmark	WEB 2.0 SITES					
6- Browser compatibility	EUROPA	Netvibes	Digg	Technorati	Wikipedia	YouTube
Total Average section 6	1,00	0,40	0,80	0,80 €	0,80 €	0,40
Internet Explorer (6.0)	1	1	1	1	1	1
Netscape Navigator (9.0)	1	0	1	1	1	0
Opera (9.23)	1	1	0	0	0	0
Mozilla Firefox (2.0)	1	0	1	1	1	1
Maxthon (1.5.9)	1	0	1	1	1	0

QUESTION

Is Browser compatible (Yes : 1 ; No : 0) ?

Content: Level of interaction, video use, use of valuable graphics, use of valuable sound (podcast), Content in digestible quantity, Up-to-date, Available in multiple languages, FAQ's, newsletter

Benchmark	PUBLIC INSTITUTIONS SITES														
3- Content	EUROPA	Internet Cities	OECD	The US Gov website	Canadian Gov website	ARTESI Ile de France	New Zealand Gov website	Intern Monetary Fund	Service Public	Greenpeace	The Red Cross website	Vatican	United Nations	WHO	WBCSD
Level of interaction	1	0	0	1	0	0	1	0	0	1	0	0	1	0	1
Video use	1	1	1	1	0	0	0	1	0	1	1	0	1	1	1
Use of valuable graphics	0	1	1	1	1	1	1	1	0	0	1	1	1	1	1
Use of valuable sound (podcast)	1	NA	1	1	0	0	1	1	0	1	1	1	1	1	0
Content in digestible quantity	0	1	1	0	1	0	1	1	1	1	0	1	1	1	1
Up-to-date	0	2	2	1	1	1	1	2	1	1	1	1	1	1	1
Available in multiple Languages	1	0	1	1	1	0	1	1	1	1	1	1	1	1	0
FAQ's	1	0	1	1	1	0	1	0	0	1	1	0	1	1	0
Newsletter	0	1	1	1	0	1	1	1	1	1	0	0	0	0	1

Benchmark	PRIVATE SITES											
3- Content	EUROPA	Barclays	The LES and political Science	Louvre museum	General Motors	Veolia	Danone Institute	Lafarge	Norththern light	Financial Times	Amazon	Yahoo
Level of interaction	1	0	0	1	0	0	0	1	1	1	1	1
Video use	1	1	0	1	1	1	0	0	0	0	1	1
Use of valuable graphics	0	1	1	1	1	1	1	0	0	1	1	1
Use of valuable sound (podcast)	1	0	1	0	0	0	0	0	0	0	1	1
Content in digestible quantity	0	1	1	1	1	1	1	1	1	1	0	1
Up-to-date	0	2	2	1	2	2	1	0	2	2	1	2
Available in multiple Languages	1	0	1	1	1	0	0	0	0	0	1	1
FAQ's	1	0	1	1	1	1	0	0	1	1	1	1
Newsletter	0	0	1	1	0	1	1	0	0	0	1	0

Benchmark	WEB 2.0 SITES					
3- Content	EUROPA	Netvibes	Digg	Technorati	Wikipedia	YouTube
Level of interaction	1	1	1	1	1	1
Video use	1	1	1	1	1	1
Use of valuable graphics	0	1	1	1	1	1
Use of valuable sound (podcast)	1	1	1	0	1	1
Content in digestible quantity	0	1	1	0	1	1
Up-to-date	0	2	2	2	2	2
Available in multiple Languages	1	0	0	1	1	1
FAQ's	1	0	1	1	1	1
Newsletter	0	0	0	0	0	1

QUESTIONS

- Does website present a great opportunity to interact with users (such as forum, webcast, chat...)? (Yes : 1 ; No : 0)
- Is size of the video not too heavy? (Yes : 1 ; No : 0)
- Is video setup relevant regarding the content displayed? (Yes : 1 ; No : 0)
- Are graphics useful to ease the understanding of the website? (Yes : 1 ; No : 0)
- Are sounds useful to ease the understanding of the website? (Yes : 1 ; No : 0)
- Is content digestible? (Yes : 1 ; No : 0)
- Is an update date or a publication date available on webpages? (Yes : 1 ; No : 0)
- Are webpages (which requires frequent update) are up-to-date? (Yes : 1 ; No : 0)
- Is user easily informed by the site regarding last update? (Yes : 1 ; No : 0)
- Does the site's content available in multiple languages? (Yes : 1 ; No : 0)
- Is a FAQ available? (Yes : 1 ; No : 0)
- Is Newsletter available? (Yes : 1 ; No : 0)
- Is Newsletter may be easily customized? (Yes : 1 ; No : 0)
- Is Newsletter are referenced in a search engine such as Google? (Yes : 1 ; No : 0)

Findability: Existence of RSS feed, Existence and lay out of external links to affiliate sites

Benchmark	PUBLIC INSTITUTIONS SITES														
4- Findability	EUROPA	Internet Cities	OECD	The US Gov website	Canadian Gov website	ARTESI Ile de France	New Zealand Gov website	Intern Monetary Fund	Service Public	Greenpeace	The Red Cross website	Vatican	United Nations	WHO	WBCSD
Existence of a RSS Feed	1	1	1	1	1	1	1	0	1	1	1	0	1	1	1
Existence and lay out of external links to affiliate sites	1	0	1	1	1	1	0	1	1	1	1	1	1	1	1

Benchmark	PRIVATE SITES											
4- Findability	EUROPA	Barclays	The LES and political Science	Louvre museum	General Motors	Veolia	Danone Institute	Lafarge	Norththern light	Financial Times	Amazon	Yahoo
Existence of a RSS Feed	1	1	1	0	1	1	0	0	0	1	1	1
Existence and lay out of external links to affiliate sites	1	0	1	1	1	0	0	0	0	1	1	1

Benchmark	WEB 2.0 SITES					
4- Findability	EUROPA	Netvibes	Digg	Technorati	Wikipedia	YouTube
Existence of a RSS Feed	1	1	1	0	0	1
Existence and lay out of external links to affiliate sites	1	1	1	1	1	1

QUESTIONS

- Use of RSS: (Yes : 1 ; No : 0)

Number of links calculated by Google with the command "link: url".

- Number of external links < 1000 : 0

- Number of external links > 1000 : 1

First impression: Look and feel – readability criteria

Benchmark	PUBLIC INSTITUTIONS SITES														
1- First impressions	EUROPA	Internet Cities	OECD	The US Gov website	Canadian Gov website	ARTESI Ile de France	New Zealand Gov website	Intern Monetary Fund	Service Public	Greenpeace	The Red Cross website	Vatican	United Nations	WHO	WBCSD
Look and feel - readability	1	2	1	1	1	0	2	1	1	1	1	2	1	1	0

Benchmark	PRIVATE SITES											
1- First impressions	EUROPA	Barclays	The LES and political Science	Louvre museum	General Motors	Veolia	Danone Institute	Lafarge	Norththern light	Financial Times	Amazon	Yahoo
Look and feel - readability	1	0	2	2	2	2	1	2	1	1	0	2

Benchmark	WEB 2.0 SITES					
1- First impressions	EUROPA	Netvibes	Digg	Technorati	Wikipedia	YouTube
Look and feel - readability	1	2	2	1	1	2

QUESTIONS

- Are pages easily readeable, clear and easy to understand ? (Best practise = 2 ; acceptable = 1 ; insufficient = 0)

- Are pages not too cluttered with text and images ? (Yes = 1 ; No = 0)

First impressions: Download time, need to download software, register to get into site criteria

Benchmark				PUBLIC INSTITUTIONS SITES											
1- First impressions	EUROPA	Internet Cities	OECD	The US Gov website	Canadian Gov website	ARTESI Ile de France	New Zealand Gov website	Intern Monetary Fund	Service Public	Greenpeace	The Red Cross website	Vatican	United Nations	WHO	WBCSD
Download time - size of home page	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Need to download software	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Register to get into site	1	1	1	0	1	1	1	1	0	1	0	1	1	1	1

PRIVATE SITES												
1- First impressions	EUROPA	Barclays	The LES and political Science	Louvre museum	General Motors	Veolia	Danone Institute	Lafarge	Norththern light	Financial Times	Amazon	Yahoo
Download time - size of home page	1	1	1	1	0	1	1	1	1	0	0	1
Need to download software	1	1	1	0	0	1	1	1	1	1	1	1
Register to get into site	1	1	1	1	1	1	1	0	1	1	1	1

WEB 2.0 SITES						
1- First impressions	EUROPA	Netvibes	Digg	Technora	Wikipedia	YouTube
Download time - size of home page	1	0	1	0	1	1
Need to download software	1	1	1	1	1	1
Register to get into site	1	1	1	1	1	1

QUESTIONS

- Download Time > 60 sec. : 0
- Download Time < 60 sec. : 1
- Need to download specific software to run the website (No = 1 ; Yes = 0)
- Is there any register to sign to get into site? (Yes = 0 ; No = 1)

Findability: Intuitive URL, existence and lay out of external links to affiliate sites

Benchmark		PUBLIC INSTITUTIONS SITES													
4- Findability	EUROPA	Internet Cities	OECD	The US Gov website	Canadian Gov website	ARTESI Ile de France	New Zealand Gov website	Intern Monetary Fund	Service Public	Greenpeace	The Red Cross website	Vatican	United Nations	WHO	WBCSD
Intuitive URL	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Existence and lay out of external links to affiliate sites	1	0	1	1	1	1	0	1	1	1	1	1	1	1	1

Benchmark		PRIVATE SITES										
4- Findability	EUROPA	Barclays	The LES and political Science	Louvre museum	General Motors	Veolia	Danone Institute	Lafarge	Norththern light	Financial Times	Amazon	Yahoo
Intuitive URL	1	1	0	1	1	1	1	1	0	1	1	1
Existence and lay out of external links to affiliate sites	1	0	1	1	1	0	0	0	0	1	1	1

Benchmark		WEB 2.0 SITES					
4- Findability	EUROPA	Netvibes	Digg	Technorati	Wikipedia	YouTube	
Intuitive URL	1	0	1	1	1	1	
Existence and lay out of external links to affiliate sites	1	1	1	1	1	1	

QUESTIONS

- URL easy to remember (Yes = 1 ; No = 0)
- Number of links calculated by Google with the command "link: url".
- Number of external links < 1000 : 0
- Number of external links > 1000 : 1

Navigation: Easy of use, site map, internal search engine, mobile and smarthone accessibility

Benchmark		PUBLIC INSTITUTIONS SITES													
2- Navigation	EUROPA	Internet Cities	OECD	The US Gov website	Canadian Gov website	ARTESI Ile de France	New Zealand Gov website	Intern Monetary Fund	Service Public	Greenpeace	The Red Cross website	Vatican	United Nations	WHO	WBCSD
Easy of use	0	2	2	1	1	0	1	1	1	1	1	1	0	1	1
Site map	0	1	1	1	1	0	1	1	1	1	1	1	0	0	0
Internal search engine	0	1	1	1	0	1	1	1	1	1	1	1	0	1	1
Mobile, Smartphone & pdas accessibility	1	2	2	1	2	1	2	2	2	1	1	2	1	1	2

Benchmark		PRIVATE SITES										
2- Navigation	EUROPA	Barclays	The LES and political Science	Louvre museum	General Motors	Veolia	Danone Institute	Lafarge	Norththern light	Financial Times	Amazon	Yahoo
Easy of use	0	0	1	2	2	2	2	0	1	2	1	0
Site map	0	1	0	1	1	1	1	1	1	1	0	0
Internal search engine	0	0	1	1	1	1	1	1	1	1	1	1
Mobile, Smartphone & pdas accessibility	1	1	2	2	1	2	1	1	2	2	1	2

Benchmark		WEB 2.0 SITES				
2- Navigation	EUROPA	Netvibes	Digg	Technorati	Wikipedia	YouTube
Easy of use	0	2	2	1	2	2
Site map	0	1	0	0	0	0
Internal search engine	0	NA	1	1	1	1
Mobile, Smartphone & pdas accessibility	1	0	2	2	2	2

QUESTIONS

- Does the navigation system is intuitive and easy to use ? (Very intuitive : 2 ; intuitive : 1 ; not intuitive : 0)

- Is there an Home page site map and is it easy to understand and enhance navigation through the website ? (Yes : 1 ; No : 0)

- Internal search engine is not available : 0

- Internal search engine available but not suitable : 1

- Internal search facility available and suitable : 2

- Are websites easily accessible via mobile, smartphone & pdas ? (Yes perfectly : 1 ; Yes : 1 ; No : 0)

Content: Accessibility to the disabled

Benchmark	PUBLIC INSTITUTIONS SITES														
3- Content	EUROPA	Internet Cities	OECD	The US Gov website	Canadian Gov website	ARTESI Ile de France	New Zealand Gov website	Intern Monetary Fund	Service Public	Greenpeace	The Red Cross website	Vatican	United Nations	WHO	WBCSD
Accessibility for the disabled	2	2	1	2	0	1	1	0	1	1	1	0	1	1	1

Benchmark	PRIVATE SITES											
3- Content	EUROPA	Barclays	The LES and political Science	Louvre museum	General Motors	Veolia	Danone Institute	Lafarge	Norththern light	Financial Times	Amazon	Yahoo
Accessibility for the disabled	2	1	1	2	0	2	1	2	0	1	1	1

Benchmark	WEB 2.0 SITES					
3- Content	EUROPA	Netvibes	Digg	Technorati	Wikipedia	YouTube
Accessibility for the disabled	2	0	1	0	2	0

QUESTIONS

- Is the website is accessible for disabled people ? (Very good : 2 ; good : 1 ; not good : 0)
- * Ease of use thanks to the keyboard
- * Comments on image
- * Is a modification on the text size change the structure of the webpage ?

First impressions: Look and feel readability, home page on one screen

Benchmark	PUBLIC INSTITUTIONS SITES														
1- First impressions	EUROPA	Internet Cities	OECD	The US Gov website	Canadian Gov website	ARTESI Ile de France	New Zealand Gov website	Intern Monetary Fund	Service Public	Greenpeace	The Red Cross website	Vatican	United Nations	WHO	WBCSD
Look and feel - readability	1	2	1	1	1	0	2	1	1	1	1	2	1	1	0
Home page on one screen	0	1	0	0	0	0	0	0	0	0	0	1	1	0	0

Benchmark	PRIVATE SITES											
1- First impressions	EUROPA	Barclays	The LES and political Science	Louvre museum	General Motors	Veolia	Danone Institute	Lafarge	Norththern light	Financial Times	Amazon	Yahoo
Look and feel - readability	1	0	2	2	2	2	1	2	1	1	0	2
Home page on one screen	0	1	0	1	1	0	1	0	0	0	0	0

Benchmark	WEB 2.0 SITES					
1- First impressions	EUROPA	Netvibes	Digg	Technorati	Wikipedia	YouTube
Look and feel - readability	1	2	2	1	1	2
Home page on one screen	0	1	0	0	0	0

QUESTIONS

- Are pages easily readable, clear and easy to understand ? (Best practise = 2 ; acceptable = 1 ; insufficient = 0)
- Are pages not too cluttered with text and images ? (Yes = 1 ; No = 0)
- Is Home page on one screen ? (Yes = 1 ; No = 0)

Content: FAQ's, email and other details visible

Benchmark	PUBLIC INSTITUTIONS SITES														
3- Content	EUROPA	Internet Cities	OECD	The US Gov website	Canadian Gov website	ARTESI Ile de France	New Zealand Gov website	Intern Monetary Fund	Service Public	Greenpeace	The Red Cross website	Vatican	United Nations	WHO	WBCSD
FAQ's	1	0	1	1	1	0	1	0	0	1	1	0	1	1	0
Email and other details visible	1	1	1	1	1	1	0	1	1	1	1	0	1	1	1

Benchmark	PRIVATE SITES											
3- Content	EUROPA	Barclays	The LES and political Science	Louvre museum	General Motors	Veolia	Danone Institute	Lafarge	Northther n light	Financial Times	Amazon	Yahoo
FAQ's	1	0	1	1	1	1	0	0	1	1	1	1
Email and other details visible	1	1	1	1	0	1	1	1	0	1	0	1

Benchmark	WEB 2.0 SITES					
3- Content	EUROPA	Netvibes	Digg	Technorati	Wikipedia	YouTube
FAQ's	1	0	1	1	1	1
Email and other details visible	1	0	1	1	1	0

QUESTIONS

- Is a FAQ is available ? (Yes : 1 ; No : 0)
- Is contact detail easily to find ? Yes = 1 ; No = 0