

Web Content and Usage Analysis Project

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PROCESS FOLLOWED AND ACHEIVEMENTS

This project originally had three components: Content, Marketing of CGX and Evaluation. The first two components were completed in time for the launch in December 2005. The majority of the third component, Evaluation, was to be conducted once CGXchange was launched and operating. Three key outputs of the Evaluation component were expected:

1. A guide for evaluating CGX usage, usability and usefulness. This will be the guide for the CGX team to use to undertake future evaluations; and
2. Options and a guide for evaluating of usage, usability and usefulness of web-based products. This will be disseminated to the relevant communities in the CGIAR and can be used for input into designing Centres' or Projects' evaluations of their own web-based products, particularly their web sites.
3. Undertaking some evaluation of CGX.

Outputs 1 and 2 were worked on throughout 2006. The research and collation of these reports had been commissioned to CGNet. Both reports have been produced and have been reviewed by a small team of people. There is only one section of one report that is not yet satisfactorily completed. This is the guide for evaluating 'usage' of web-based products. If CGNet is unable to undertake this work, a different consultant will be sort for this section, to allow for the completion of the full Guide.

When the reports are finalized they will be distributed and promoted.

A methodology for **Output 3** was originally designed but it was decided that for the full evaluation to be applied, the results would only be useful if the content sections of CGX were fully developed and populated with an appropriate level of data/information.

As a result, alternative evaluation processes need to be developed that are appropriate for the current stage of development of CGX.

As the position for the Manager of CGX is currently being recruited, it was decided to develop the new evaluation methodology in consultation with the new person when they are appointed. As a result the evaluation component of this project is expected to be reinitiated around the middle of 2007.

FUTURE MANAGEMENT AND DEVELOPMENT

2007 activities for this project include:

Evaluation Guides

- Identify a consultant to complete the guide on evaluating 'usage' of web-based products.
- Manage this consultancy.
- Have this material reviewed by our internal team of IT and web specialists.
- Prepare and design a final version of the two evaluation guides:
 - Guide for evaluating CGX usage, usability and usefulness; and
 - Guide for evaluating usage, usability and usefulness of web-based products.
- Distribute and promote these guides to the appropriate audiences.

Evaluation conducted on CGX

- Develop a new methodology in consultation with the CGX Manager when they are appointed.
- Prepare a brief and seek a consultant to under the evaluation.
- Manage the consultancy.
- Ensure the results are distributed to the appropriate people for action.

I believe the key priorities for the management of CGX are as follows.

1. Clarification and future plans for the strategic concept of CGX should be tackled as soon as the CGX manager is appointed
2. Populate and keep quality and up-to-date data in each section that exists. This will need reviewing automation options and content management.
3. Improve the usability (which is part of the evaluation component of the Web Content and Usage Analysis project).
4. Promote CGX but only once the first two priorities are achieved. When CGX is promoted this should not be undertaken relying on mass promotion but also on targeted promotions (of specific sections/tools to specific target groups) and include training where necessary.