

Accessible and Usable - How personas could support Principle 5 of the Statistical Geospatial Framework

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Principle 5 of the Statistical Geospatial Framework¹ is titled 'Accessible and usable geospatially enabled statistics.' The terms 'accessible' and 'usable' require a solid understanding of 'By whom?' 'How?' and 'For what purpose?'. These questions are already difficult to answer for official statistics in general but even more so for a specific segment such as geospatially enabled statistics. Not surprisingly, the answers will vary for individual users and consequently also their requirements for statistical products and their delivery. This bears the risk that costly statistical products are being developed and then remain underused since they do not satisfy the principal users' needs.

Categorisation of users may help reaching a maximum number of users with a limited number of products and delivery channels.

One method for obtaining a better categorisation of the different types of users are so-called personas that are used in user-centred-design and marketing. Their categorisation is based on user requirements but also on behaviour. A recent sub-project of the ESS.VIP.DIGICOM project² 'User profiling of European statistics users' has defined five different personas as representatives of users of European statistics.

The first part of this presentation will provide a short overview of the five personas. The second part will attempt to link the current set of recommendations for implementing principle 5 with these personas and their needs when searching for and consuming information. Establishing these links may help making geospatially enabled statistics more accessible and usable for a wide range of users.

¹ <http://ggim.un.org/meetings/GGIM-committee/documents/GGIM6/Background-Paper-Proposal-for-a-global-statistical-geospatial-framework.pdf>

² <http://ec.europa.eu/eurostat/web/ess/digicom>