Accessibility

– or, on the importance of being user friendly

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Open data = open access?
Open data ≠ open access?
Agenda

• Collecting user viewpoints
• Defining users
• Targeted campaigns
• Partnerships
• Why does it take so long? And what to do?
Collecting user viewpoints

- From 800 to 13,000 users (before launching minecraft)
- Non geo-professionals
- New types of users – new ways of helping
- User-survey
- User tests
User testing our webshop

- Zoom levels?
- The meaning of scale?
- Elevation?
- GI potential and usability
- Providing a user friendly viewer
- Be clear and outspoken – also if some products are merely accessible to the professional user
Defining users

- Decision makers – strategic level
- Facilitators – project level
- Developers – technical level
- Analysts – e.g. Producing strategic insights for decision makers
- Users – e.g. Caseworkers using geodata for visualizations and basic processing
Targetted campaigns

• Health
• Insurance
• Finance
• Teaching
Health data visualized by geodata

Collaboration between Danish Municipalities, Danish Regions, Health authorities and the Geodata Agency

Diabetes combined with low income – demo produced for the project by Atkins Danmark
Insurance

- Hydrological elevation model shows the damage done by cloudburst
- Awareness campaigns with innovative partners demonstrating geodata potential
Finance – real estate data

- Transactions of real estate:
  - Assessment of properties
  - Advising clients
  - Solvency statements

- Taxes:
  - Pilot: employing spatial analyses in the assessment of real estate value
Teaching

- Universities and colleges:
  - Workshop with stakeholders
  - Built a community for exchange of ideas and knowledge

- Elementary schools:
  - Collaboration with the Ministry of Education
  - Participation in various learning fairs (audience both pupils and teachers)
  - Free data in a Minecraft world, via a network of teachers and the Danish Learning Portal (EMU)

https://www.youtube.com/watch?v=6rMebJWiNUQ
Minecraft – targeting a new audience

Denmark 1:1 in Minecraft, launched April 24 = 10.034 new users
Partnerships

- Partnerships with 23 private companies
- Exploring mutual business opportunities
- Open dialogue on market and future plans
- Common goal: to bridge the gap between business and technique
- We provide data, the market provide dedicated solutions to the end users
- The Geodata Agency has to act in order to make things happen in the market
Why does it take so long? What to do?

• The users, and potential users, have all the answers
• Collaboration takes time, many meetings, and lots of coffee
• Plan the targeted campaign:
  – Find the right point of entry
  – Investigate the digital maturity of your audience
  – Don’t bring solutions until much later
  – Talk less
  – Ask questions
Listen loud!
Questions and comments?

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