



*“There is nothing out there like this website. InformalScience.org is a great resource.”*

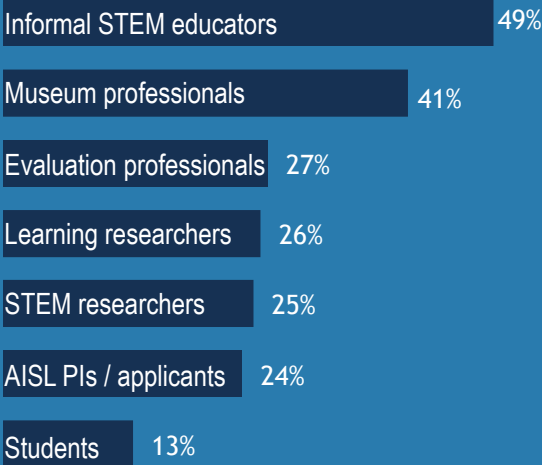
QUESTIONS

- Who are the site’s users and what content do they value?
- Does the site clearly convey its purpose to visitors?
- Are users able to navigate the site and use search tools effectively?

METHODS

- Online surveys (N=811)
- Task-based interviews (N=25)
- Web analytics (Jan-Aug 2016)

PROFESSIONS OF SITE USERS:



TOP 3 THINGS USERS LOOK FOR:



Research and reports on ISE

#1



News and updates about the ISE field

#2



Project evaluation guidance and info

#3

SHARE YOUR WORK



AISL PIs (49%), professional evaluators (43%), and AISL applicants (41%) were the most likely to report sharing their work on the site.

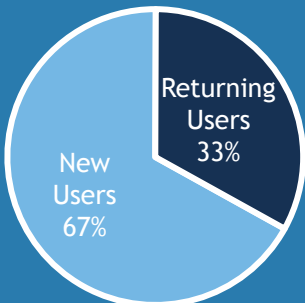
Site users represent a range of overlapping professions but tend to use the site in similar ways.

The database is the #1 draw for users, so encouraging submissions is important.

*“The CAISE website streamlines a lot of great information into one central location. It makes it easy for me to access current research and evaluation and helps connect me to the field.”*

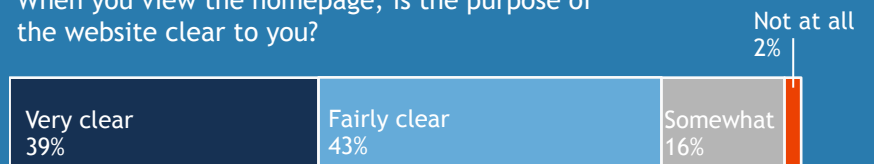
Returning users value the site for its focus on informal STEM resources, but they need reminders that they can contribute to make the site stronger.

NEW V. RETURNING USERS

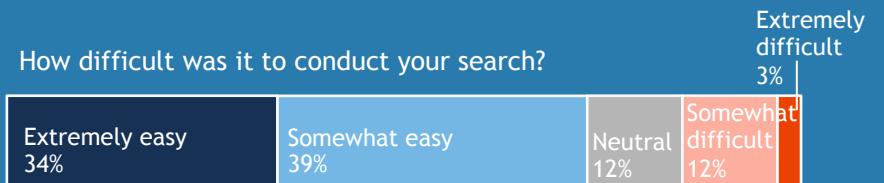


WEBSITE CLARITY AND NAVIGATION

When you view the homepage, is the purpose of the website clear to you?



How difficult was it to conduct your search?



New users need help understanding the site’s purpose and how best to navigate the many resources available.