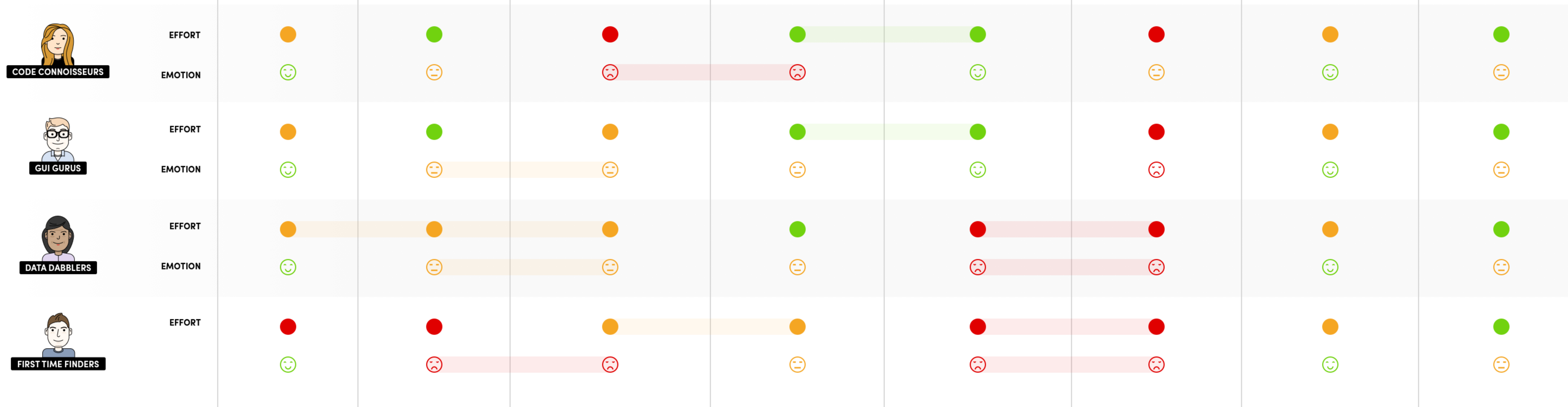


## LEVEL OF EFFORT & EMOTIONAL STATE



## OPPORTUNITIES

BACKGROUND	DATA DISCOVERY	FINDING THE RIGHT DATASET	EVALUATING THE DATA	DOWNLOADING THE DATA	PREPARING THE DATA	PROCESSING THE DATA	CREATING THE DATA
<p><b>Help users use the data by displaying:</b></p> <ul style="list-style-type: none"> <li>• Papers/talks</li> <li>• Number of papers that cite dataset</li> <li>• Methodologies for using the data</li> </ul>	<p><b>Continue Outreach:</b></p> <ul style="list-style-type: none"> <li>• Presence at conferences</li> <li>• Established forums</li> </ul> <p>Improve SEO</p> <p>Create DAAC awareness in tools</p> <p>Deprioritize Earthdata pages</p> <p>Use Earthdata login to suggest other datasets</p> <p>Redesign top hat to reduce confusion</p>	<p>Improve onboarding</p> <p>Clarify tools purpose</p> <p>Display clear downtime messaging</p> <p>Create path to moved data</p> <p>Create messaging if file names changed</p> <p>Display search results by relevance</p>	<p><b>Before download, users need:</b></p> <ul style="list-style-type: none"> <li>• Data format information</li> <li>• Spatial/temporal extent</li> <li>• Parameter/variable information</li> <li>• Resolution information</li> </ul> <p>Explain levels for new users</p> <p>Provide code repositories</p> <p>Provide data visualizations</p>	<p><b>Simplify interactions through:</b></p> <ul style="list-style-type: none"> <li>• GUI subsetting options for FTP</li> <li>• Guide users to alternative data hosts</li> <li>• Allow users to access previous downloads</li> <li>• Reduce login steps</li> </ul> <p>Make download CTA obvious</p> <p>Improve visual hierarchy around downloading</p>	<p>Display critical information from ReadMe files</p> <p>Offer data clean up methodologies</p>	<p>Work with software developers to display best practice examples</p>	<p><b>Auto-generate citation information:</b></p> <ul style="list-style-type: none"> <li>• Include near download</li> <li>• Include with past history of downloads</li> </ul>