



# GEBCO-SCOPE Website Renewal

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# 1. Requirements Analysis (1/2)

Number	requirements subject	Requirements Content	Requirements Analysis	Remarks
R_001	Function (usability) / design	Suggest ways to improve homepage function and design	<ul style="list-style-type: none"><li>• Menu and Information Architecture (IA) Changes</li><li>• Improved Information Delivery (PDF -&gt; HTML)</li><li>• Establish GEBCO SCOPE Identity and Reflect Design</li></ul>	
R_002	Web Standards / Web Accessibility	Compliance with Web Standards and Accessibility for Persons with Disabilities	<ul style="list-style-type: none"><li>• PC / Mobile Responsive Web Development</li><li>• Html /CSS development compliant with web standards</li></ul>	
R_003	Design completeness	Need a nice homepage	<ul style="list-style-type: none"><li>• Collect and apply the requirements analysis of R_001 and R_002</li><li>• Reflect design after checking GEBCO-SCOPE identity/ Service LOOK &amp; FEEL</li></ul>	

# 1. Requirements Analysis (2 of 2)

1. GEBCO SCOPE Homepage information Architecture Restructuring and Design Renewal

2. Format: PC & Mobile Responsive Web

3. Identify key tasks based on requirements analysis

Menu and  
Information  
Architecture  
(IA) change

Improved  
Information  
Delivery(PDF  
→ HTML)

Look and Feel  
progress in  
harmony with  
GEBCO

PC / Mobile  
Responsive  
web and  
web  
standards

## 2. GEBCO SCOPE Service Outline and Logo

### 1. GEBCO SCOPE Service Overview:

### 2. Logo



**GEBCO** <https://www.gebco.net>

**IHO** <https://www.iho.int>

**IOC UNESCO** <http://www.unesco.org/new/en/natural-sciences/ioc-oceans/>

### 3. Core Stakeholders settings

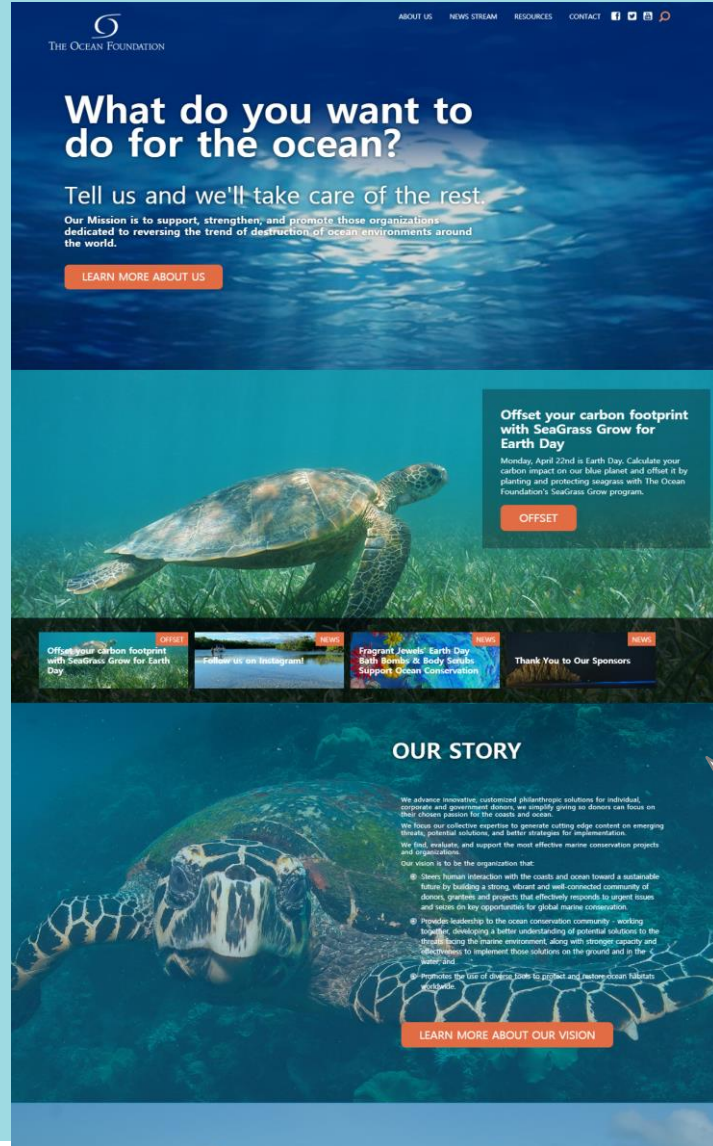
#### 1. Core Targets :

- GEBCO SCOPE stakeholders: specify the activities

	Target Needs Analysis		Remarks
Core Target	Education	<ul style="list-style-type: none"><li>• Completion of content based on SCOPE regulations and strategic plan</li><li>• Integrate with marine environment / marine science education and teacher associations to reflect in formal / informal / after school curriculum</li></ul>	
	Science	<ul style="list-style-type: none"><li>• Urgently needed to construct a strategy for securing scientific content on GEBCO SCOPE homepage</li><li>• Completion of marine exploration robot / AI linked contents</li><li>• Creation and publication of marine exploration report considering technology trends</li></ul>	

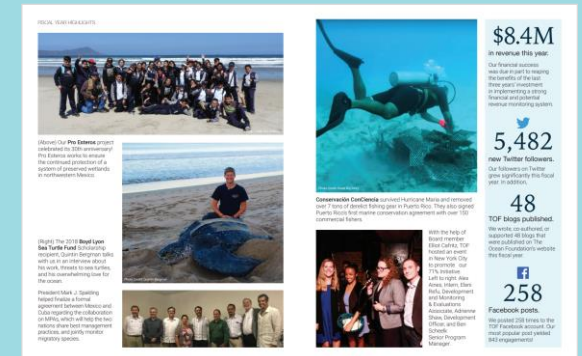
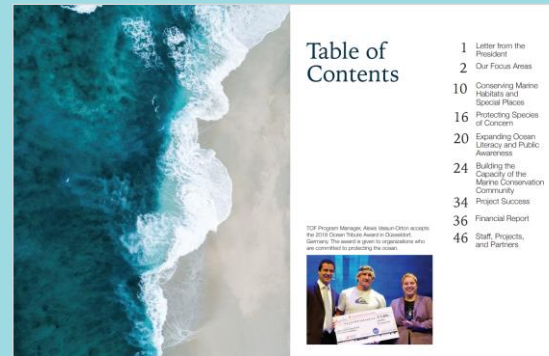
- Government
- Local Survey Group
- Industry
- Opinion Leader

# 4. Benchmarking Site Analysis (1/3)



## The Ocean Foundation

<https://www.oceanfdn.org/>



## The Ocean Foundation

1320 19th St, NW  
5th Floor  
Washington, DC 20036  
P: (202) 887-8996  
E: [Info@oceanfdn.org](mailto:Info@oceanfdn.org)

### UI/Design Comments.

**Color.** blue | orange | white

**Partition.** 6 partitions with grid cell and visual cut

**Visual.** Animals and plants in the ocean with high resolution images

**Typo.** Consistence in font size based on hierarchy and Contrast in color

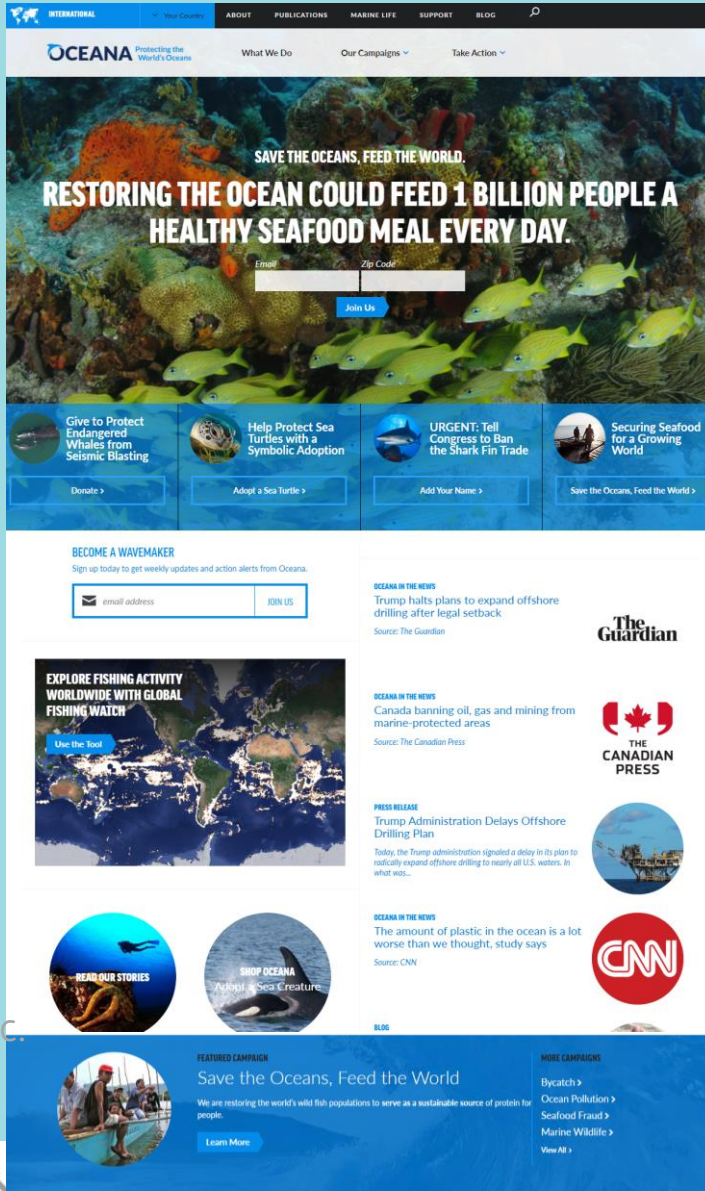
**Navigation.** Good menus for accessibility , head-based blogs and directory on resource archives



## 4. Benchmarking Site Analysis (2/3)

Oceana(Protecting the World's Oceans)

<https://oceana.org/>



### UI/Design Comments.

**Color.** blue | gray | black | white stable and safe feeling

**Partition.** grid cell inserted into main container

**Visual.** visual cuts of animal and plants in the ocea

**Typo.** Consistence in font size

**Navigation.** GNB menu, PUBLICATIONS subpage: LNB menu



Oceana

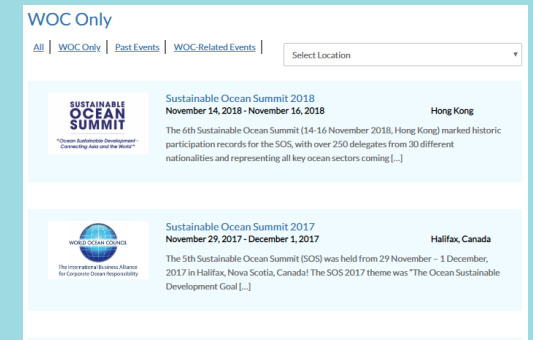
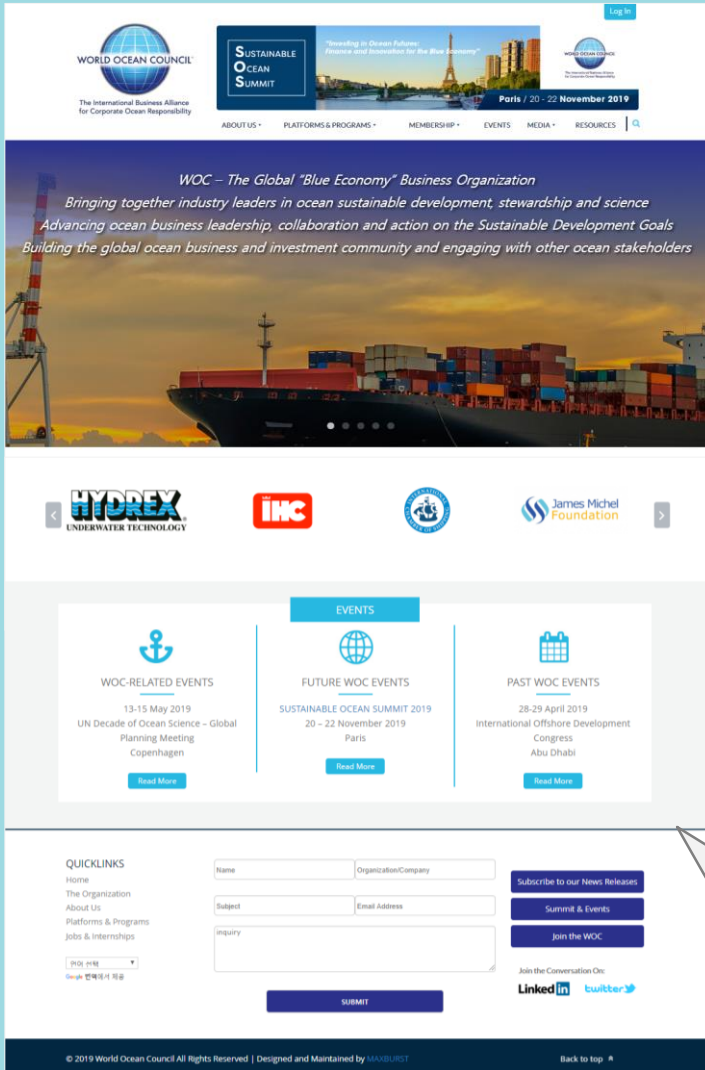
Melia Manter  
Manager, International  
Communications  
Based in Washington, D.C.  
mmanter@oceana.org  
202.467.1963



## 4. Benchmarking Site Analysis(3/3)

### World Ocean Council

<https://www.oceancouncil.org>



World Ocean Council

#### UI/Design Comments.

**Color.** blue | deep blue | white simple and fresh feeling




**Partition .**

**Visual. -**

**Typo.** Consistence in font , Variable in size

**Navigation.** Logo and main banner are located high between Header and GNB: not navigable

# 5. GEBCO OWG Homepage Analysis (1/2)

Main	Main > Education	Main > Education > Playing > Web Cartoons	
			
	Results of Analysis		etc
Strong Points	<ul style="list-style-type: none"><li>• Various contents based on activities</li><li>• Multi culture consideration using six languages in map and games</li></ul>		
Week Points	<ul style="list-style-type: none"><li>• Unbalance in contents : much information in educations, least contents in other targets</li><li>• Too many downloadable materials in PDF forms prevent people from searching and liking</li><li>• No exposure of updated information makes the site stagnant and dull</li></ul>		
Improve ment	<ul style="list-style-type: none"><li>• Construct information architecture based on purposes and strategies (HEADER-GNB-CONTENTS AREA-FOOTER etc.)</li><li>• Improvement in information architecture and layout will result in consistency</li><li>• GEBCO-SCOPE Identity generation and color/design building with consideration of identity</li></ul>		

# 5. GEBCO OWG Homepage Analysis (2/2)

## Checklists for Evaluating Web Design

(Kim Yong-sub & Jeon Eun-kyung, 2002)

### 1. Usability

		Poor	Moderate	Good
Is the menu structure and layout appropriate for the amount of information and the nature of the information?	Layout		●	
Is the menu advantage selected for the user's convenience?	Layout		●	
Does your site have a high activity and trustworthiness?	Emotion , trust		●	
Are the links to the relevant agency / association / organization homepage good?	Usability	●		
Did you follow the basics of building a homepage, such as domain or SEO?	Usability		●	
Do you maintain relationships and connectivity with users?	Usability		●	
Is information design and readability good?	Information Design		●	
Was visually focused infographic used?	Typography		●	
Did you highlight the information by contrast?	Information design		●	
Was the key visual image used to convey the feeling of the site?	Color Deign		●	
Is the identity of the service well expressed and aesthetically enhanced?	Color Deign		●	

Need web design / development that meets the purpose and mission of GEBCO SCOPE

## 6. Renewal Direction

**Service concept solved by  
keyword...  
Reminiscent of the sea**

**Service concept to solve in color...  
Delivers bright, enterprising images  
with vibrant blue color**



**Design Principles Derived from Keywords  
and Colors...**

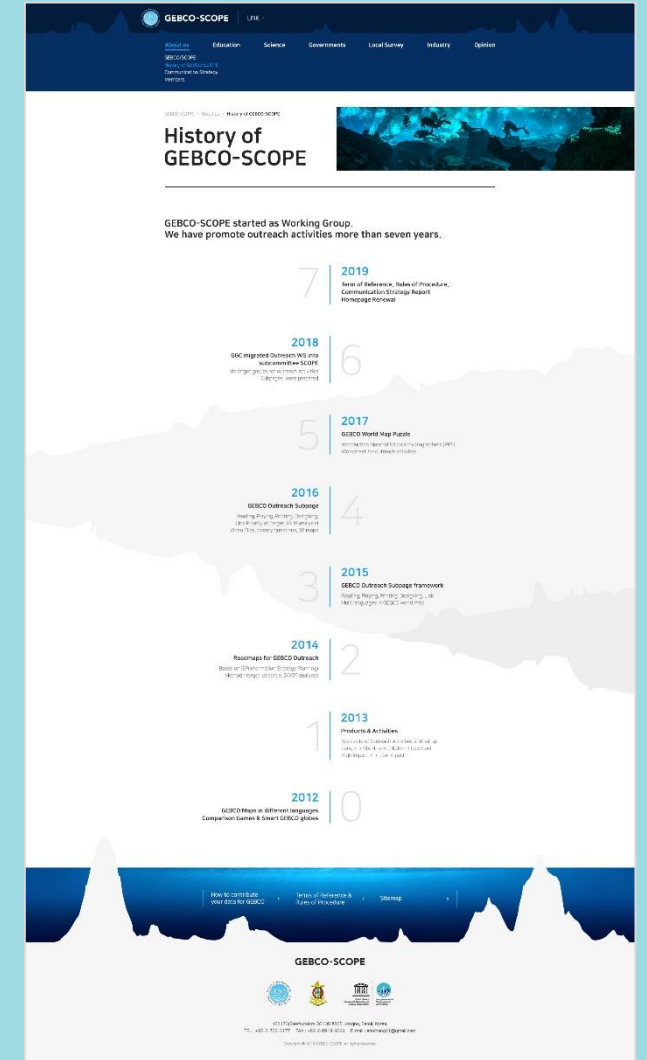
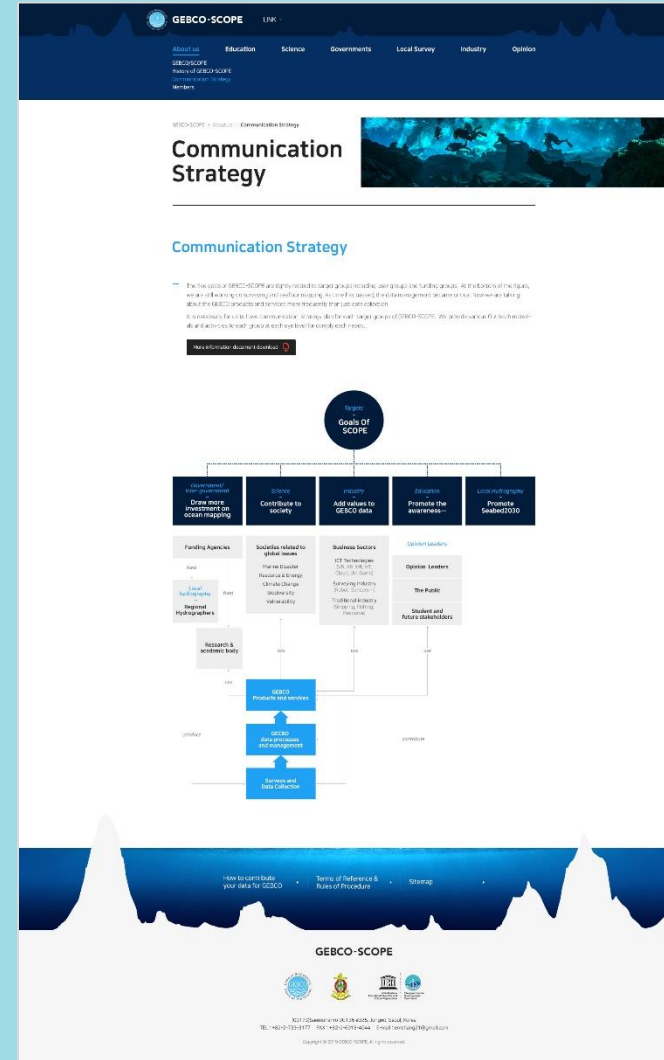
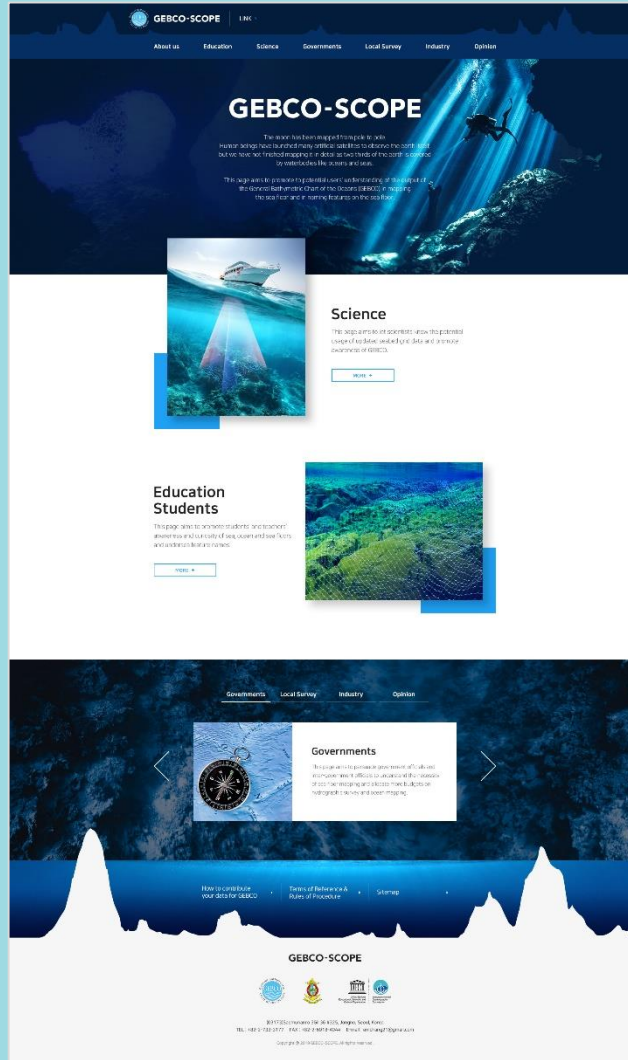
**3 design points by keyword and color**

Dynamic, active , simplicity

Trust in knowledge transfer and spread

# 6. Renewal Directions: GEBCO-SCOPE Website Design

## Design portfolio





# 7. Information Architecture

▼ AS-IS

GEBCO SCOPE

Marine & Ocean Science

Governments

Education

Reading

Playing

Printing

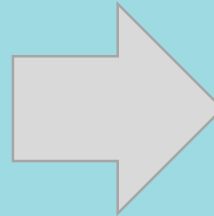
Designing

Link

Local Survey Group

Industry

Opinion



GEBCO SCOPE

ABOUT

About us

History

Mission & Plan

Contribute

Join our project

Contact

Education

Educators

Students

.

.

Link

Marine & Ocean Science

Governments

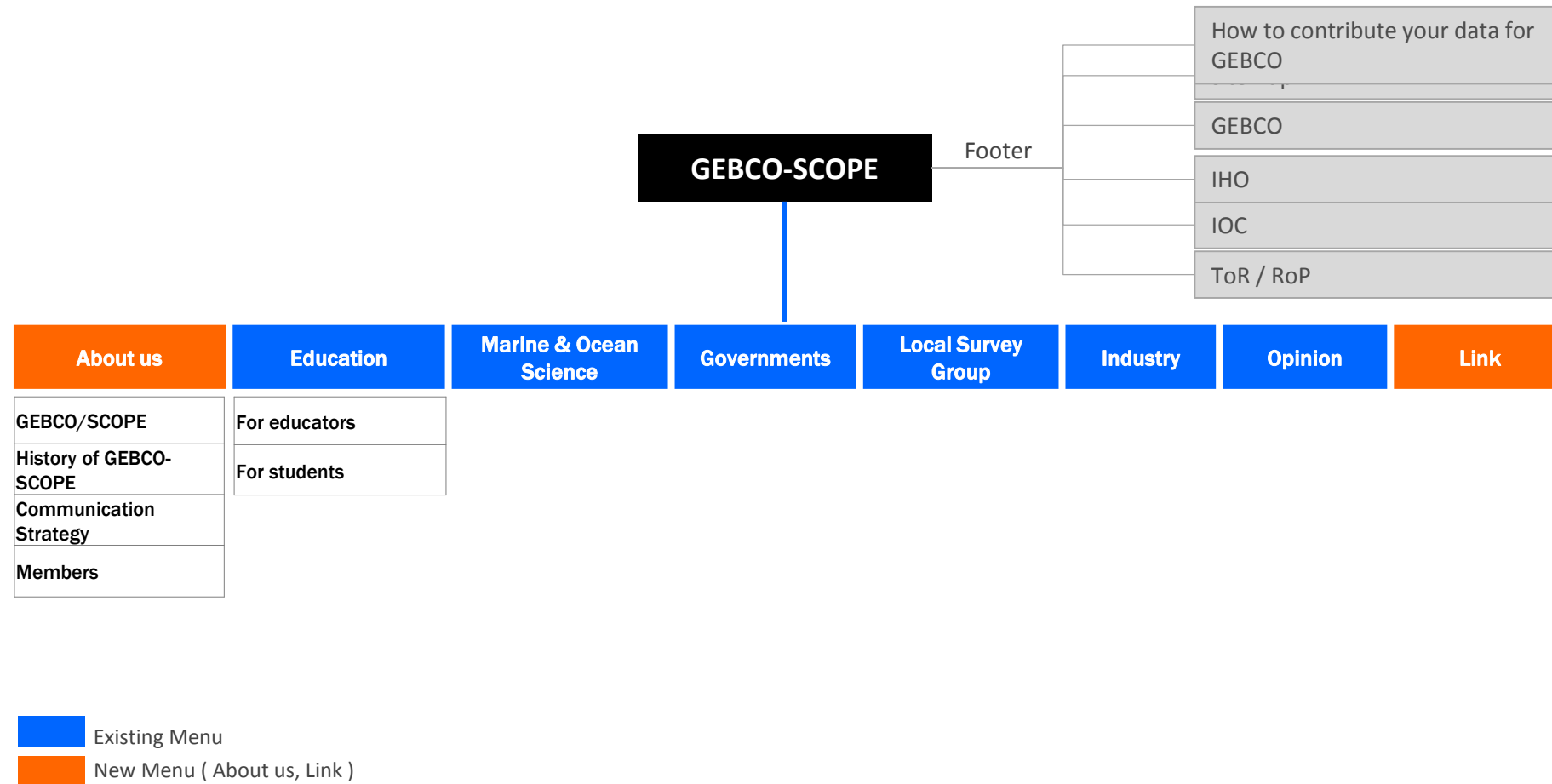
Local Survey Group

Industry

Opinion

Example

# 7. GEBCO-SCOPE Website Structure



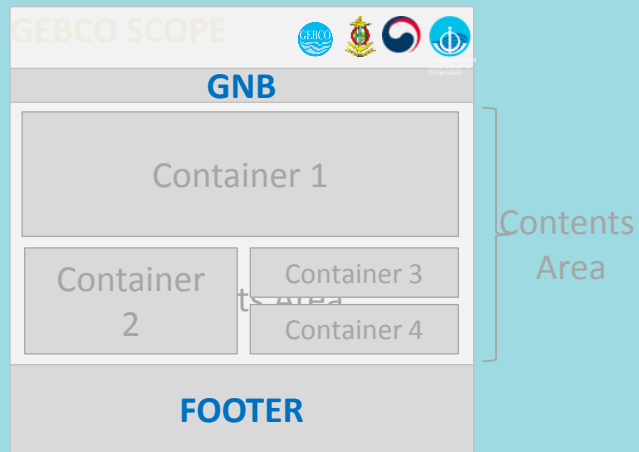
# 8. Main configuration and content analysis



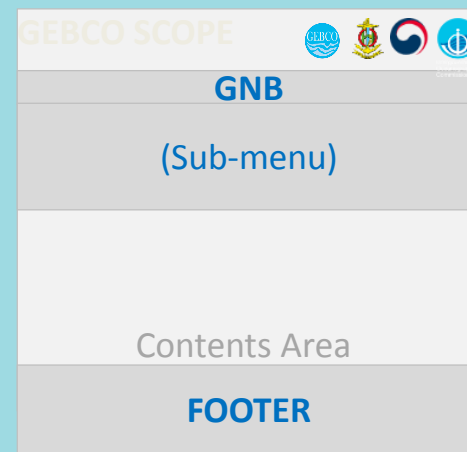
Marine & Ocean Science	Governments	Education	Local Survey Group	Industry	Opinion Leader
<b>GEBCO's products and services for scientific approach</b>	<b>GEBCO's Data &amp; Products</b>	<b>From novel to fact sheets</b>	<b>GEBCO Digital Atlas</b>	<b>Global gridded bathymetry data</b>	<b>Global gridded bathymetry data</b>
-Global Bathymetry Datasets	<b>How to use GEBCO's data and products?</b>	-Novel "Twenty Thousand Leagues Under the sea"	<b>What is the IHO-IOC GEBCO Cook Book?</b>	<b>GEBCO Digital Atlas</b>	<b>Gazetteer of Undersea Feature Names</b>
-Gazetteer of Undersea Feature Names	<b>How to contribute your data for GEBCO?</b>	-Fact sheet : 20,000 League is not a depth but distance	<b>How many people used the GEBCO's data?</b>	<b>It is very difficult to product official bathymetry data</b>	<b>Add detail to the nautical chart</b>
-Historical GEBCO Charts		-How could he write the novel?	<b>How to apply GEBCO's products to survey?</b>	<b>How to apply GEBCO's products?</b>	<b>Save the environment through nautical chart</b>
<b>How many people used the GEBCO's data?</b>		<b>After that</b>	<b>How to contribute your data for GEBCO?</b>	<b>How to contribute your data for GEBCO?</b>	<b>How to contribute your data for GEBCO?</b>
-Reference the academic paper					
-Users who visited the GEBCO website					
<b>How to apply GEBCO's products to study?</b>		<b>For Educators</b>			
-For modeling & analysis in ocean sciences?		<b>For Students</b>			
-For study of bathymetric change of undersea features?					
<b>How to contribute your data for GEBCO?</b>		<b>Link</b>			

# 9. Screen Structure

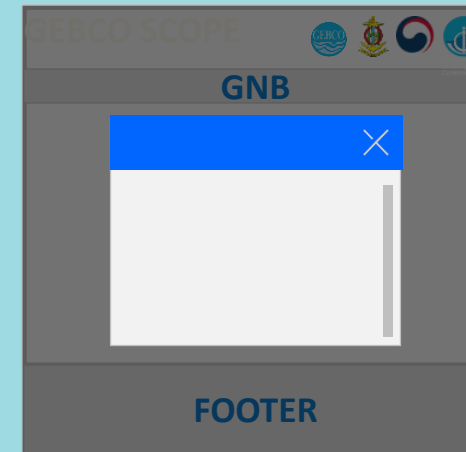
## ▼ main screen



## ▼ Menu accessibility of sub screen



## ▼ Game content is separated into layer popups



## ▼ Download only when download is required and file type display Ex. webtoon



# 10. Progress Schedule and Roadmap



[www.gebco-outreach.net](http://www.gebco-outreach.net)



<http://ziin2010.iptime.org>



[www.gebco-outreach.net](http://www.gebco-outreach.net)

36th  
GGC



activities	2019.05					2019.06				2019.07					2019.08				2019.09				2019.10					2019.11			
WEEKLY	1W	2W	3W	4W	5W	1W	2W	3W	4W	1W	2W	3W	4W	5W	1W	2W	3W	4W	1W	2W	3W	4W	1W	2W	3W	4W	5W	1W	2W	3W	4W
Plan																															
Design																															
Publishing																															
Coding																															

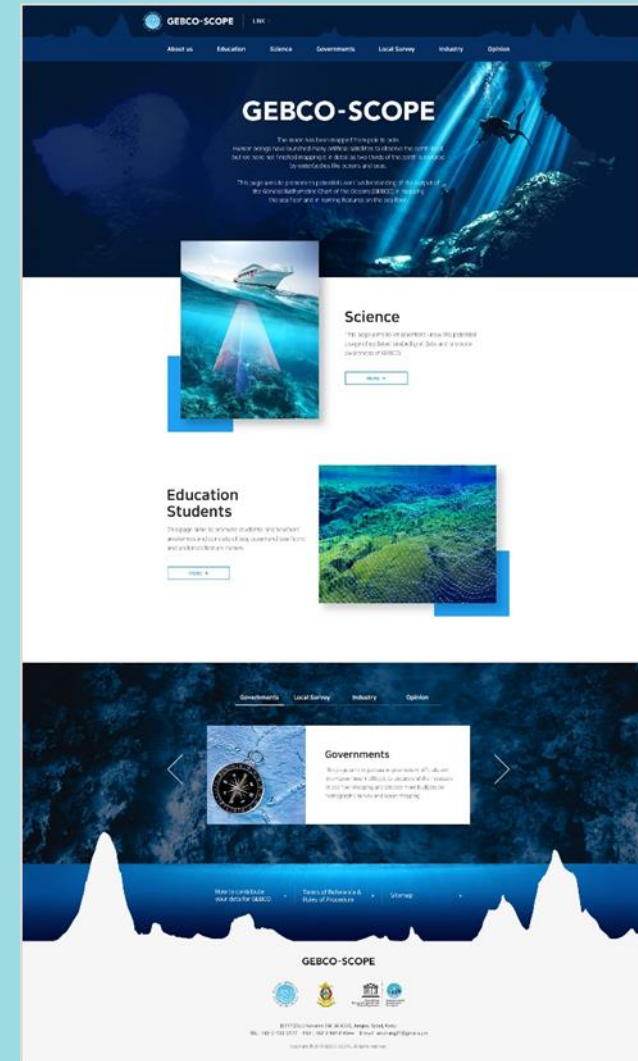
open



# GEBCO- SCOPE Website:

<http://ziin2010.iptime.org>

- SCOPE [Homepage](#)-short
- SCOPE Homepage-long
- [SCOPE 데모 동영상.mp4](#)



# THANK YOU !

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Eunmi Chang ([emchang21@gmail.com](mailto:emchang21@gmail.com))