D4.3 USER MANUAL, TUTORIALS AND SHOWCASE

PROJECT

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Website:	http://project.opendatamonitor.eu
E-Mail:	office@opendatamonitor.eu

Consortium: **SYNYO GmbH**, Research & Development Department, Austria, (SYNYO)

Open Data Institute, Research Department, UK, (ODI)

Athena Research and Innovation Center, IMIS, Greece, (ATHENA)

University of Southampton, Web and Internet Science Group, UK, (SOTON)

Potsdam eGovernment Competence Center, Research Department, Germany, (IFG.CC)

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DELIVERABLE

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Authors:	**Sirko Hunnius**, IFG.CC
	Grégoire Njacheun-Njanzoua, IFG.CC
	Heidrun Müller, IFG.CC
Contributors:	**Ejona Sauli**, SYNYO
	Bernhard Jäger, SYNYO
	Nacho Sanchez, RED.ES
	Sonia Castro, RED.ES
	Vassilis Kaffes, ATHENA
	Dmitrios Skoutas, ATHENA
	Theodoris Kaffes, ATHENA
Reviewers:	**Peter Leitner**, SYNYO

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1   INTRODUCTION

1.1   Goal and Approach

In the course of the OpenDataMonitor a number of technological artefacts have been developed. These are meant to be used and further developed not only by people involved with the project, but a wider audience. Therefore it is necessary to let others understand what ODM artefacts can do and how they can use them.

As different as the artefacts are the audiences. Therefore the user manuals need to take into consideration what the potential use of an artefact can be, who the potential users are, and what level of expertise might be expected. A general distinction can be made between the front-end demonstration platform and the back-end components. In order to identify artefacts suitable for further use and re-use, we consider the components outlined for exploitation in D5.9 (OpenDataMonitor Project 2015c). To adapt the screencasts and manuals to the user interests and expertise, we refer to the stakeholder studies conducted in the course of the project (OpenDataMonitor Project 2014, 2015a).

In general, it is appropriate for a web-based platform to create entertaining short bits of information on the platform with pictures and videos instead of long documents. Therefore, we have produced for each selected component an HTML-based manual with screenshots which is located on the website as well as a complementary screencast tutorial. The manuals and screencast tutorials are not meant to be a software product documentation. Instead, they shall provide users and re-users with an intuitive understanding of the artefacts and how they can be located, used, and re-used. The official showcase gives an overarching view and features the main functionality of the project prototype.

The following sub-chapter describes the method through which the relevant artefacts were identified, the user groups defined and the content produced. Thereupon, the content is included in chapter 2 for the demonstration platform. The subsequent chapter 3 includes the content for the technical components. In chapter 4 the official showcase is described.

1.2   Method

Based on the findings of the exploitation plan (OpenDataMonitor Project 2015c), we identified the central artefacts of the ODM project that are appropriate for use and re-use. These crucial in contrast to auxiliary components are listed in Table 1.1.

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Table 1.1 Crucial Components of the ODM Platform

Component	Function	Purpose of manual
Visualisation Engine (Demonstration Platform)	Visualise analysis results	Let users find their way around the platform
Analysis Engine/Metrics	Analyse harmonised data according to insightful metrics	Let users understand how the metrics are calculated
Harmonisation Engine	Harmonise harvested data	Let users understand and support the harmonisation process and re-use the mappings
APIs	Provide access to analysis results	Let users understand where which APIs are provided to re-use these
Harvester	Harvest metadata from registered catalogues	Let users understand the harvesting process and support catalogue registration
Catalogue List	Basis for catalogue registration	Let users find and re-use the list of catalogues

The metrics that form the basis of the Analysis Engine are minutely described in the methodology section of the platform and questions in the FAQ/Manual Section will link to the methodology section to avoid redundancies. Furthermore, the catalogue list does not lend itself to being described in a manual. It is basically a list of items that is straight forward and accessible. It thus does not require further explanation. Therefore, the manuals simply include references and links to the list. The question how catalogues are registered is included in the manual and screencast that relates to the harvester.

For all other crucial components listed in Table 1.1, we subsequently identified core user groups based on the findings of the stakeholder research (OpenDataMonitor Project 2014, 2015a) as well as the usability studies and tests (OpenDataMonitor Project 2015b). Thereupon, the level of technical proficiency was broadly estimated which is visualised in Figure 1.1.

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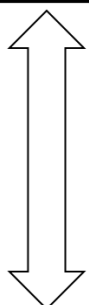
Level of necessary technical proficiency and expertise	Role	Object
high	Developers and generally more technically proficient users	API and software components
	Activists and enthusiasts as well as catalogue administrators	harvester and harmonisation engine
low	Practitioners in public administration, policy-makers and activists	Demonstration Platform

Figure 1.1 User roles, objects and level of necessary technical proficiency and expertise

For all identified components, story lines for the use cases were outlined and transferred into manuals and screencasts (IFGCC). These were discussed among consortium members and thereupon translated into French (IFGCC), German (IFGCC) and Spanish (RED.ES). The raw content was produced using the screencast software screencast-o-matic (IFGCC). The technical processing and realisation was done by SYNYO.

2 MANUALS AND SCREENCASTS FOR THE DEMONSTRATION PLATFORM

The demonstration platform offers a range of functionalities for low-tech users. The goal of the manuals and screencasts for the demonstration platform is to give users an overview of these functions and understand how to use them. Because of the breadth of functions and the attention span in online videos in general and learning objects in particular (Virtue, Dean, and Matheson 2014), the manual and screencast for the demonstration platform was cut into smaller information pieces. This was done, even though the tutorials about the platform generally aim at the same target audience. The idea was also to give users immediate access to what they are looking for. Therefore, two manuals and tutorials were produced for the platform. Table 2.1 gives an overview.

Table 2.1 Manuals and Screencasts Focusing on the Demonstration Platform

Topic/Function	User Story	Target Audience
General Overview	Explore the open data landscape; understand what qualitative criteria open data need to fulfil; detect extensive high-quality data catalogues	General Public, policy-makers etc.
Comparison, Benchmarking and Reporting	Compare my country/catalogue to similar countries/best in class	General Public, policy-makers etc.

The user stories and target audiences are briefly described in the respective sub-chapters. Thereupon the content is outlined and linked.

2.1 General Overview

The general overview illustrates to users the different levels of the OpenDataMonitor, i.e. monitoring the European open data landscape, national performances and individual catalogues. Users shall understand what aspects ODM covers. At a general level, this concerns the distinction between quality and quantity. At a more detailed level, the different metrics are indicated. As the "General Overview" manual and tutorials gives a low threshold introduction to the monitor, more detailed content that requires a certain level of technical expertise is only indicated and referred to other manuals and screencasts.

The target group is the general public interested in getting an overview of the European open data landscape. Also, it serves as an introduction to more technically proficient users who want to get an understanding of the various functions of the OpenDataMonitor. Therefore, these are indicated and referred to in other manuals and screencasts.

Table 2.2 Target Groups and User Stories of the General Overview manual and tutorial

Target Group	User Story
General Public, Policy Makers	I want to explore the European open data landscape and understand the essentials of open data.
Open Data User, Activists, Catalogue Administrators, Data Providers, Infrastructure Providers	I want to learn about the OpenDataMonitors capabilities and see which functions it offers to me.

The manuals are available in English, French, German and Spanish (click on picture):

Figure 2.1 Screenshot and Link to English Manual: General Overview

Figure 2.2 Screenshot and Link to French Manual: General Overview

Figure 2.3 Screenshot and Link to Spanish Manual: General Overview

Figure 2.4 Screenshot and Link to German Manual: General Overview

The content was also transformed into a screencast tutorial to provide users with a more entertaining and vivid illustration.

Table 2.3 Basic Parameters of the General Overview Screencast Tutorial

Title	Length	Link
General Overview	3min:35sec	http://knowhow.opendatamonitor.eu/training-instructions/training-1/

The screencast tutorial mirrors the manual's content, has been uploaded to the project website and can be found here (click on picture):

Figure 2.5 Screenshot of the General Overview Screencast Tutorial

The screencast tutorial is available in English with French, German or Spanish subtitles.

2.2   Comparison, Benchmarking and Reporting

The Comparison, Benchmarking and Reporting manual and tutorial highlight the benchmarking and reporting functionalities of the OpenDataMonitor and explain, how they can be used. Users shall understand how they can benchmark countries or catalogues of their choice. Furthermore, they shall understand the results.

The target group is rather diverse as it comprises users among which a certain level of expertise cannot be assumed as well as users with an intricate technical understanding.

Table 2.4 Target Groups and User Stories of the Comparison, Benchmarking and Reporting Manual and Tutorial

Target Group	User Story
Policy Makers, Activists	I want to understand how my country/region/ city performs compared to others in order to build political pressure.
Open Data Users	I want to identify the best catalogue in Europe to use its data.
Catalogue Administrators	I want to understand how my catalogue compares to the best in class.
Infrastructure Providers and Consultants	I want to identify weaker catalogues to offer assistance and better catalogues to learn what they do differently.

The manuals are available in English, French, German and Spanish (click on picture):

Figure 2.6 Screenshot and Link to English Manual: Comparison, Benchmarking and Reporting

Figure 2.7 Screenshot and Link to French Manual: Comparison, Benchmarking and Reporting

Figure 2.8 Screenshot and Link to Spanish Manual: Comparison, Benchmarking and Reporting

Figure 2.9 Screenshot and Link to German Manual: Comparison, Benchmarking and Reporting

The content was also transformed into a screencast tutorial to provide users with a more entertaining and vivid illustration.

Table 2.5 Basic Parameters of the Comparison, Benchmarking and Reporting Screencast Tutorial

Title	Length	Link
General Overview	2min:42sec	http://knowhow.opendatamonitor.eu/training-instructions/training-2/

The screencast tutorial mirrors the manual's content, has been uploaded to the project website and can be found here (click on picture):
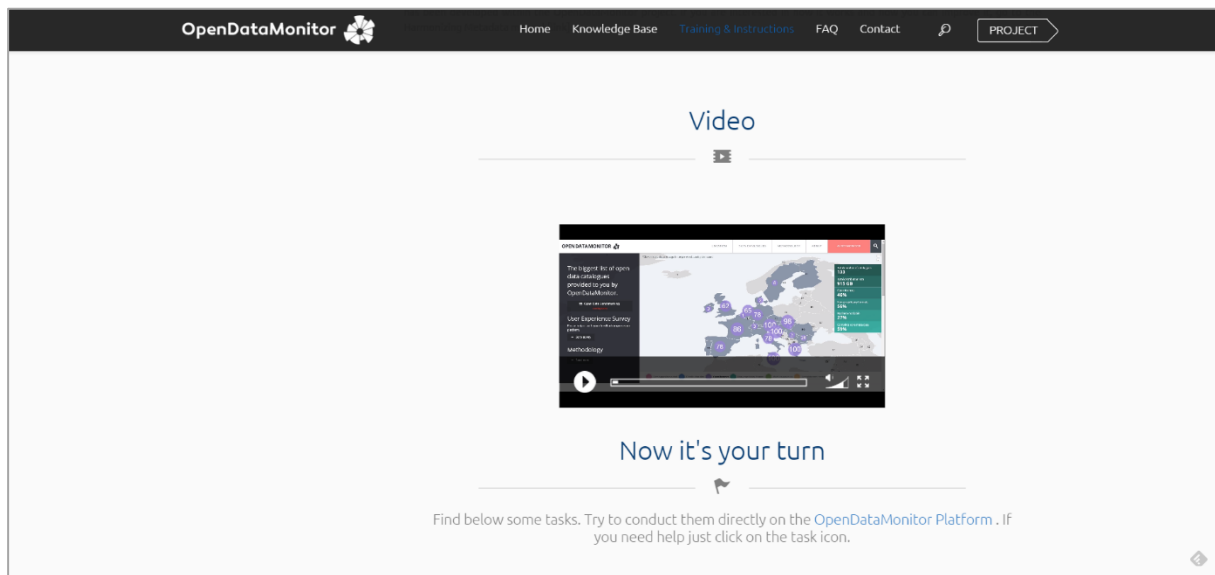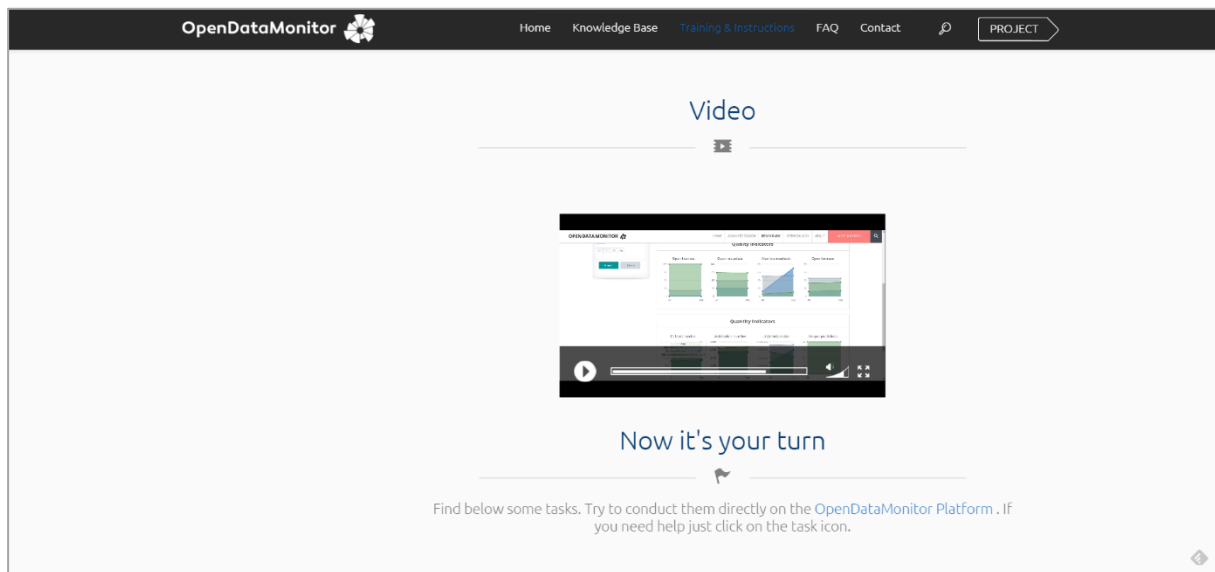
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Figure 2.10 Screenshot of the Comparison, Benchmarking and Reporting Screencast Tutorial

The screencast tutorial is available in English with French, German or Spanish subtitles.

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3   TECHNICAL COMPONENTS

3.1   Harvester

The harvester manual and tutorial cover the harvesting method used in the OpenDataMonitor architecture. Users shall understand how catalogues are harvested in the OpenDataMonitor environment and assist in registering catalogues. Also, as the source code of the component is made available for reuse under an open license on Github, users shall be able to understand how the harvester works in order to apply it to their purpose.

The target group therefore necessarily has some level of technical expertise. It is thus more restricted then for the manuals and tutorials for the demonstration platform.

Table 3.1 Target Groups and User Stories of the Harvester manual and tutorial

Target Group	User Story
Open Data Activists, Open Data Catalogue Administrator	I want a certain catalogue to be harvested. Therefore, I want to help register a catalogue in the OpenDataMonitor environment.
Infrastructure Providers and Consultants	I want to understand how the OpenDataMonitor project handled the task to apply it to my purpose.

The manuals are available in English, French, German and Spanish (click on picture):

Figure 3.1 Screenshot and Link to English Manual: Harvester

Figure 3.2 Screenshot and Link to French Manual: Harvester

Figure 3.3 Screenshot and Link to Spanish Manual: Harvester

Figure 3.4 Screenshot and Link to German Manual: Harvester

The content was also transformed into a screencast tutorial to provide users with a more entertaining and vivid illustration.

Table 3.2 Basic Parameters of the Harvester Screencast Tutorial

Title	Length	Link
General Overview	2min:24sec	http://knowhow.opendatamonitor.eu/training-instructions/training-3/

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The screencast tutorial mirrors the manual's content, has been uploaded to the project website and can be found here (click on picture):
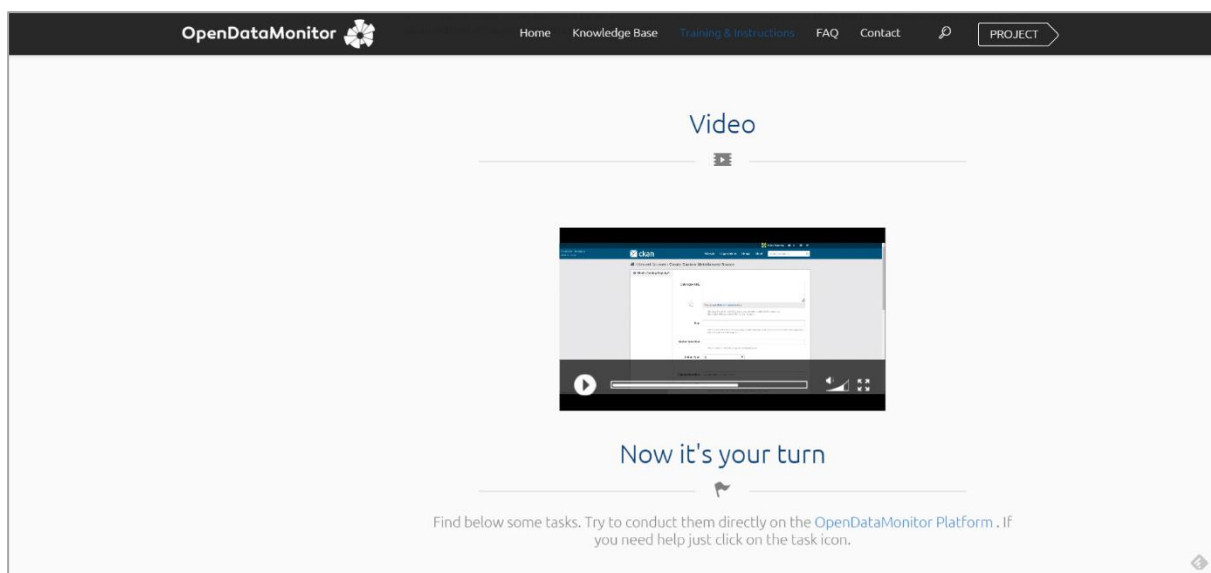

Figure 3.5 Screenshot of the Screencast Harvester Tutorial

The screencast tutorial is available in English with French, German or Spanish subtitles.

3.2 Harmonisation Engine

The harmonisation engine manual and tutorial cover the harmonisation method used in the OpenDataMonitor environment. Users shall understand how the harvested metadata are harmonised in the OpenDataMonitor framework. The purpose of the manual and tutorial is again two-fold: The open data community shall be enabled to assist in harmonising values retrieved from catalogues from all over Europe, i.e. in various languages etc. Also, as the source code of the component is made available for reuse under an open license on Github, users shall be able to understand how the harmonisation engine works in order to apply it to their purpose.

The target group therefore necessarily has some level of technical expertise. In addition, to assist in further developing the harmonisation engine also requires some legal expertise (in regard to licenses), topical expertise (in regard to categories) and proficiency in languages (e.g. Italian).

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Table 3.3 Target Groups and User Stories of the Harmonisation Engine Manual and Tutorial

Target Group	User Story
Open Data Activists	I want to make sure entries from my country are/can be harmonised properly so the OpenDataMonitor delivers reliable results.
Open Data Users	I want to inspect how harvested values are harmonised so I can reliably use the OpenDataMonitor's results.
Infrastructure Providers and Consultants	I want to understand how the OpenDataMonitor project handled the task to apply it to my purpose, i.e. reuse the harmonisation mappings.

The manuals are available in English, French, German and Spanish (click on picture):

Figure 3.6 Screenshot and Link to English Manual: Harmonisation Engine

Figure 3.7 Screenshot and Link to French Manual: Harmonisation Engine

Figure 3.8 Screenshot and Link to Spanish Manual: Harmonisation Engine

Figure 3.9 Screenshot and Link to German Manual: Harmonisation Engine

The content was also transformed into a screencast tutorial to provide users with a more entertaining and vivid illustration.

Table 3.4 Basic Parameters of the Harmonisation Engine Screencast Tutorial

Title	Length	Link
General Overview	3min:48sec	http://knowhow.opendatamonitor.eu/training-instructions/training-4/

The screencast tutorial mirrors the manual's content, has been uploaded to the project website and can be found here (click on picture):
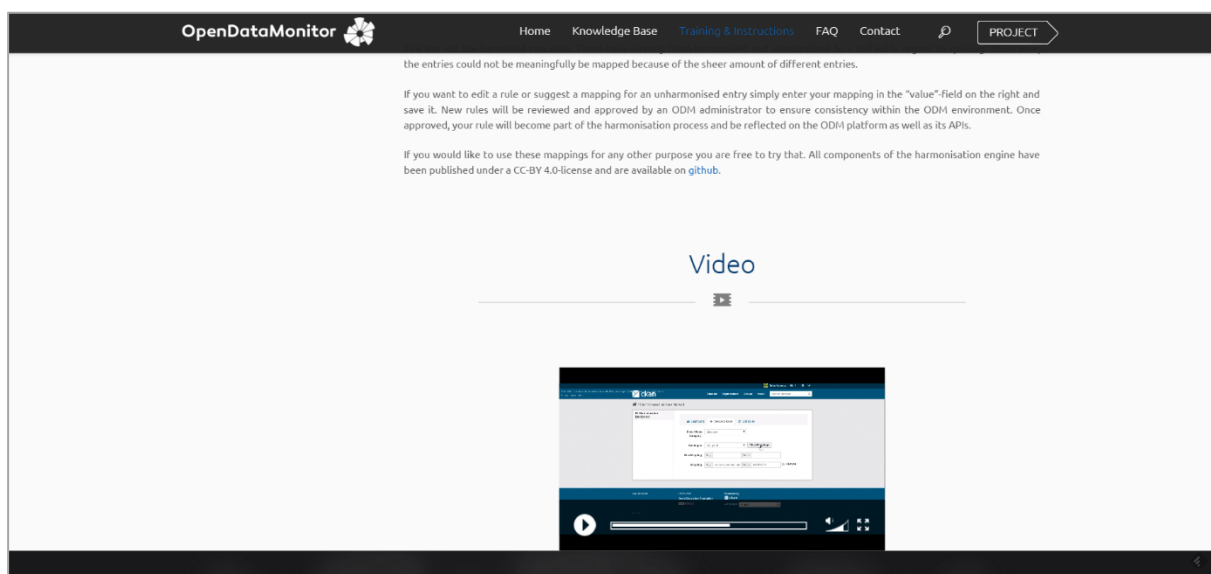
Figure 3.10 Screenshot of the Harmonisation Engine Screencast Tutorial

The screencast tutorial is available in English with French, German or Spanish subtitles.

3.3   APIs

The APIs manual and tutorial cover the APIs used and offered in the OpenDataMonitor environment. Users shall understand which APIs are offered, where they can find them and what they contain. The open data community shall thereby be enabled to reuse the APIs for their own purpose.
The target group therefore necessarily has some level of technical expertise.

Table 3.5 Target Groups and User Stories of the APIs Manual and Tutorial

Target Group	User Story
Open Data Activists, Infrastructure Providers, Consultants	I want to reuse the OpenDataMonitor results for my own purpose and analyses.
Open Data Catalogue Providers, Activists	I want to embed some of the OpenDataMonitor results on my website/catalogue.

The manuals are available in English, French, German and Spanish (click on picture):

Figure   3.11 Screenshot and Link to English Manual: APIs

Figure   3.12 Screenshot and Link to French Manual: APIs

Figure   3.13 Screenshot and Link to Spanish Manual: APIs

Figure   3.14 Screenshot and Link to German Manual: APIs

The content was also transformed into a screencast tutorial to provide users with a more entertaining and vivid illustration.

Table 3.6 Basic Parameters of the APIs Screencast Tutorial

Title	Length	Link
General Overview	2min:2sec	http://knowhow.opendatamonitor.eu/training-instructions/training-5/

The screencast tutorial mirrors the manual's content, has been uploaded to the project website and can be found here (click on picture):
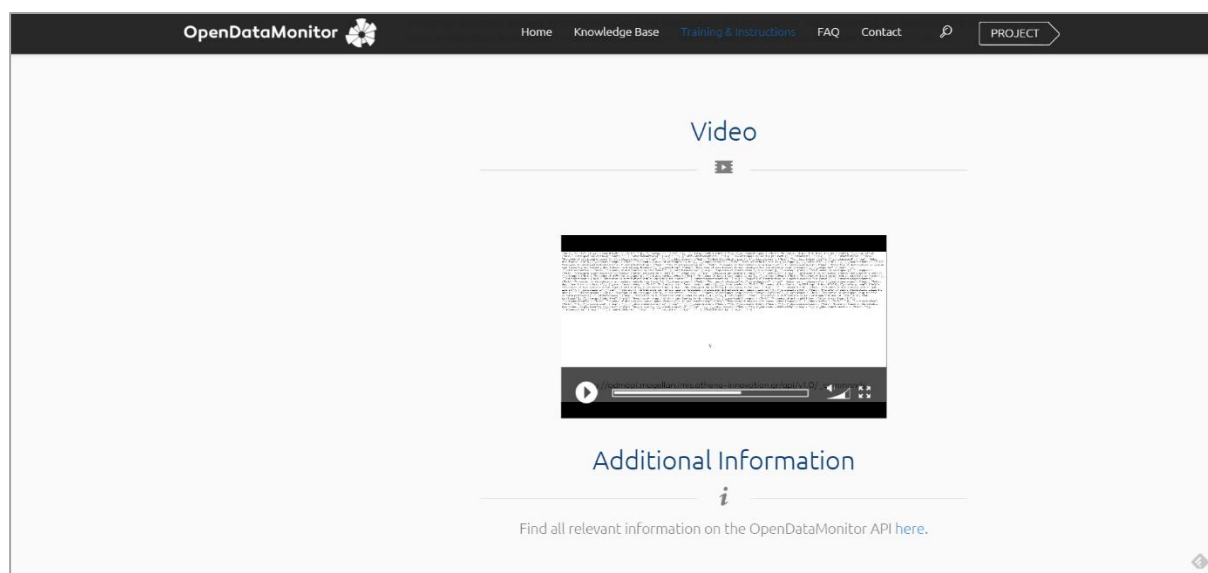

Figure 3.15 Screenshot of the APIs Screencast Tutorial

The screencast tutorial is available in English with French, German or Spanish subtitles.

4 SHOWCASE

The showcase covers a wide range of functionalities the OpenDataMonitor offers. Rather than in the abstract, the showcase takes a specific example to illustrate what the OpenDataMonitor can do. Spain was chosen as the example, because at this point in time it was the country with the most harvested and harmonised catalogues in the OpenDataMonitor. Therefore, it illustrates a comprehensive picture and delivers reliable results. Other countries might have less open data catalogues in total and the picture might therefore be equally complete. However, to illustrate all functions of the OpenDataMonitor, in particular benchmarking, a certain amount of different catalogues is required. Also, the visible role of RED.ES in the project and its capability to cross-check results and validity made it the proper choice.

Users shall get an overview of what the OpenDataMonitor is capable of and how they can use it. They shall learn about the structure of the demonstration site, where the functions are allocated and how they can apply them to their individual questions.

The target group is therefore rather similar to the demonstration site and we thus do not presume a high level of technical expertise.

Table 4.1 Target Groups and User Stories of the Showcase Flyer and Tutorial

| Target Group	User Story
General Public, Policy Makers	I want to explore the European open data landscape and understand the essentials of open data.
Open Data User, Activists, Catalogue Administrators, Data Providers, Infrastructure Providers	I want to learn about the OpenDataMonitors capabilities and see which functions it offers to me.
Spanish Open Data Community	I want to learn about the state of open data in Spain.
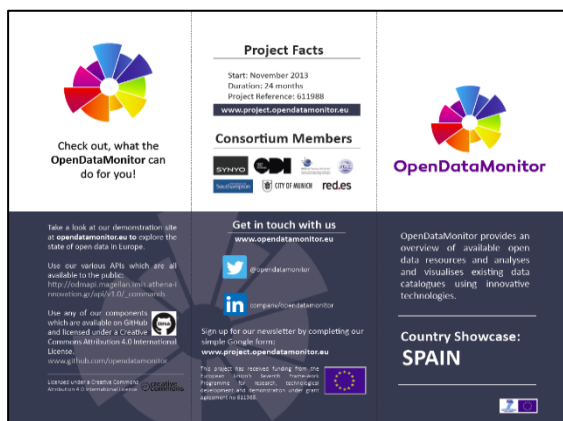
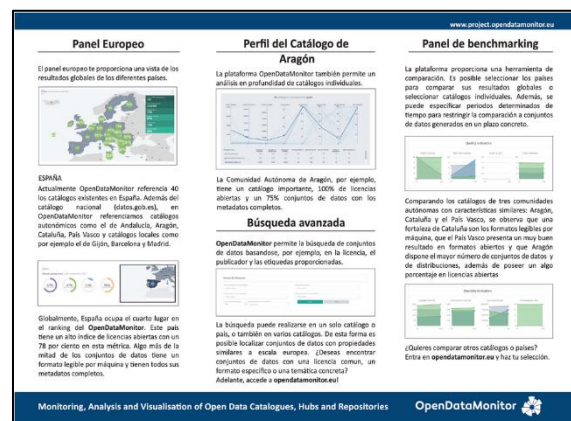**Figure 4.1 Screenshot and Link to English Flyer: Showcase Spain**

Figure 4.2 Screenshot and Link to Spanish Flyer: Showcase Spain

The content was also transformed into a screencast tutorial to provide users with a more entertaining and vivid illustration.

Table 4.2 Basic Parameters of the General Overview Screencast Tutorial

Title	Length	Link
General Overview	5min:46sec	http://knowhow.opendatamonitor.eu/training-instructions/showcase/

The screencast tutorial mirrors the manual's content, has been uploaded to the project website and can be found here (click on picture):
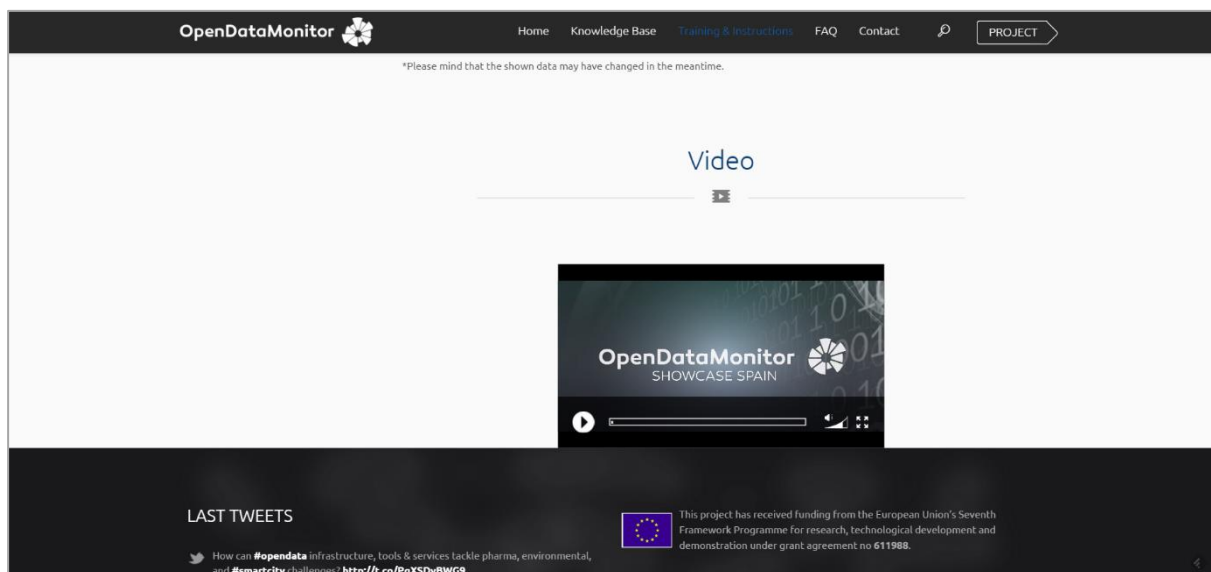

Figure 4.3 Screenshot of the Showcase Spain Screencast Tutorial

5 SUMMARY

The produced manuals and screencasts give a comprehensive, multilingual overview of the functions of the OpenDataMonitor. Users can learn what the OpenDataMonitor is capable of, how it works and how they can use it. The different manuals and screencasts are tailored to the necessary technical level of expertise of the component's target groups.

Broadly, two classes of components can be distinguished based on their target groups and the necessary level of technical expertise. The group of components that requires less technical expertise and is targeted to highlighting the capabilities of the OpenDataMonitor is included in the demonstration platform. The group of components that requires a higher level of technical sophistication are the harvester, the harmonisation engine and the APIs. While the first group is generally more intended to use the analytical results, the second group is more suitable for reusing the artefacts themselves.

As further functions are added to the OpenDataMonitor in the final weeks of the project, additional content might be produced for functions as they are implemented. This additional content will be added to the website in the same manner as the manuals and screencasts outlined in this deliverable.

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