National Aeronautics and Space Administration

Exposing the Strategies that can Reduce the Obstacles: Improving the Science User Experience

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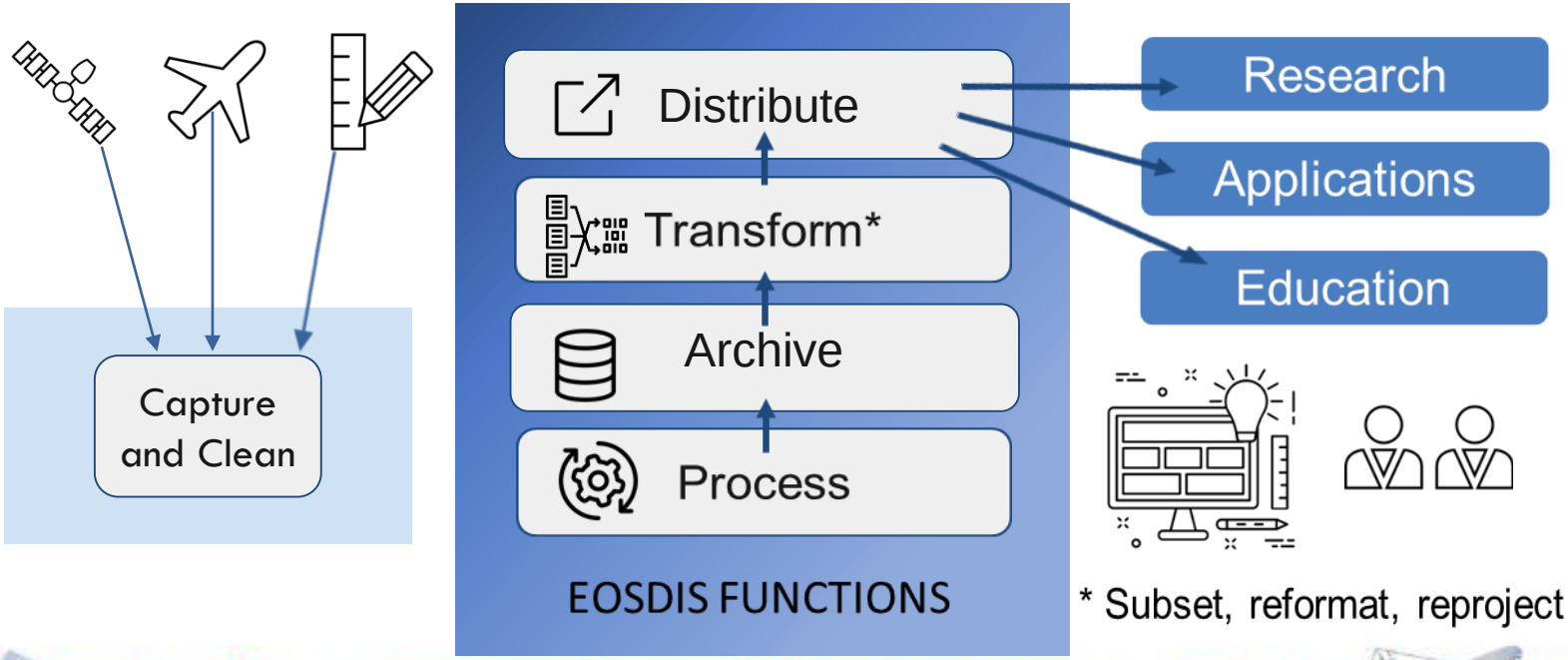
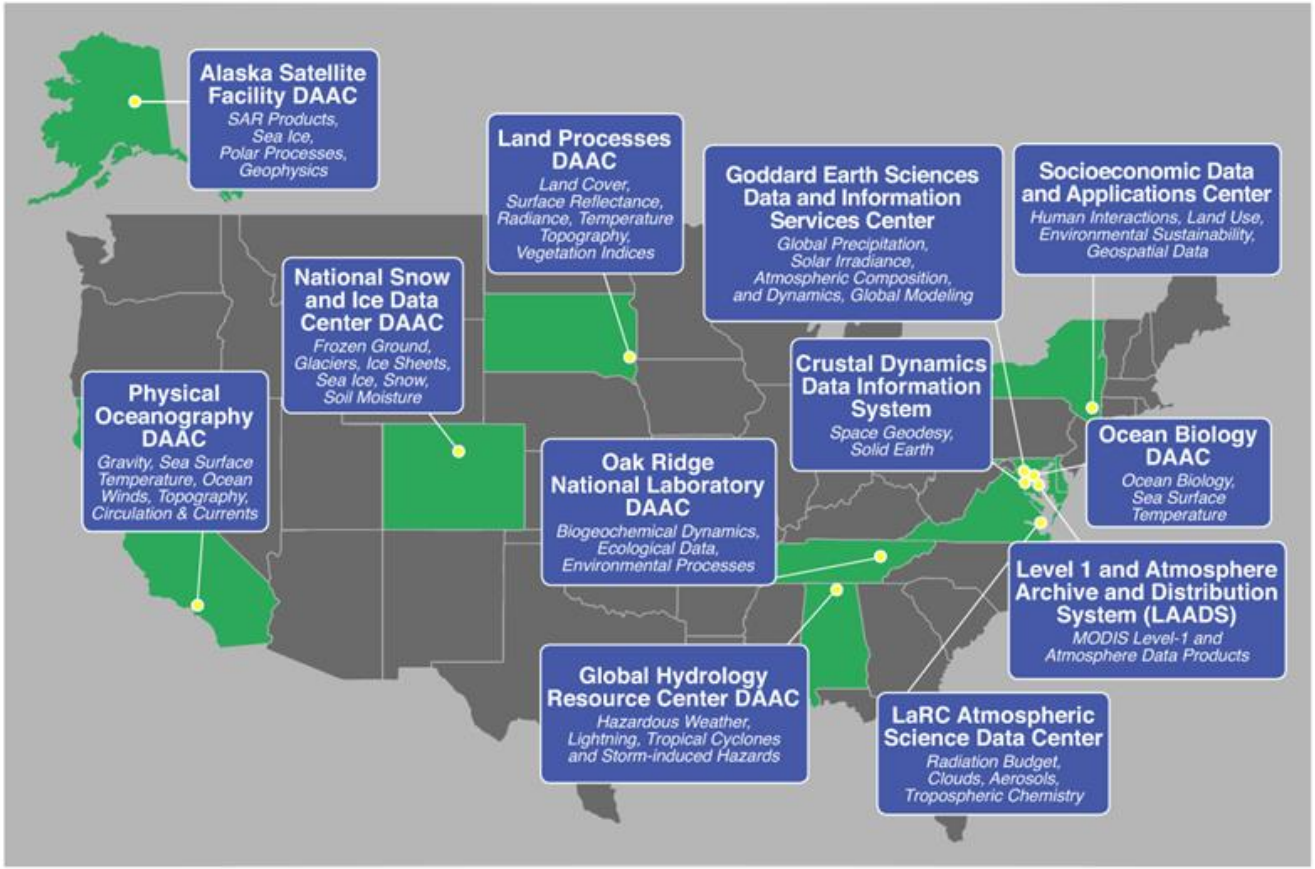
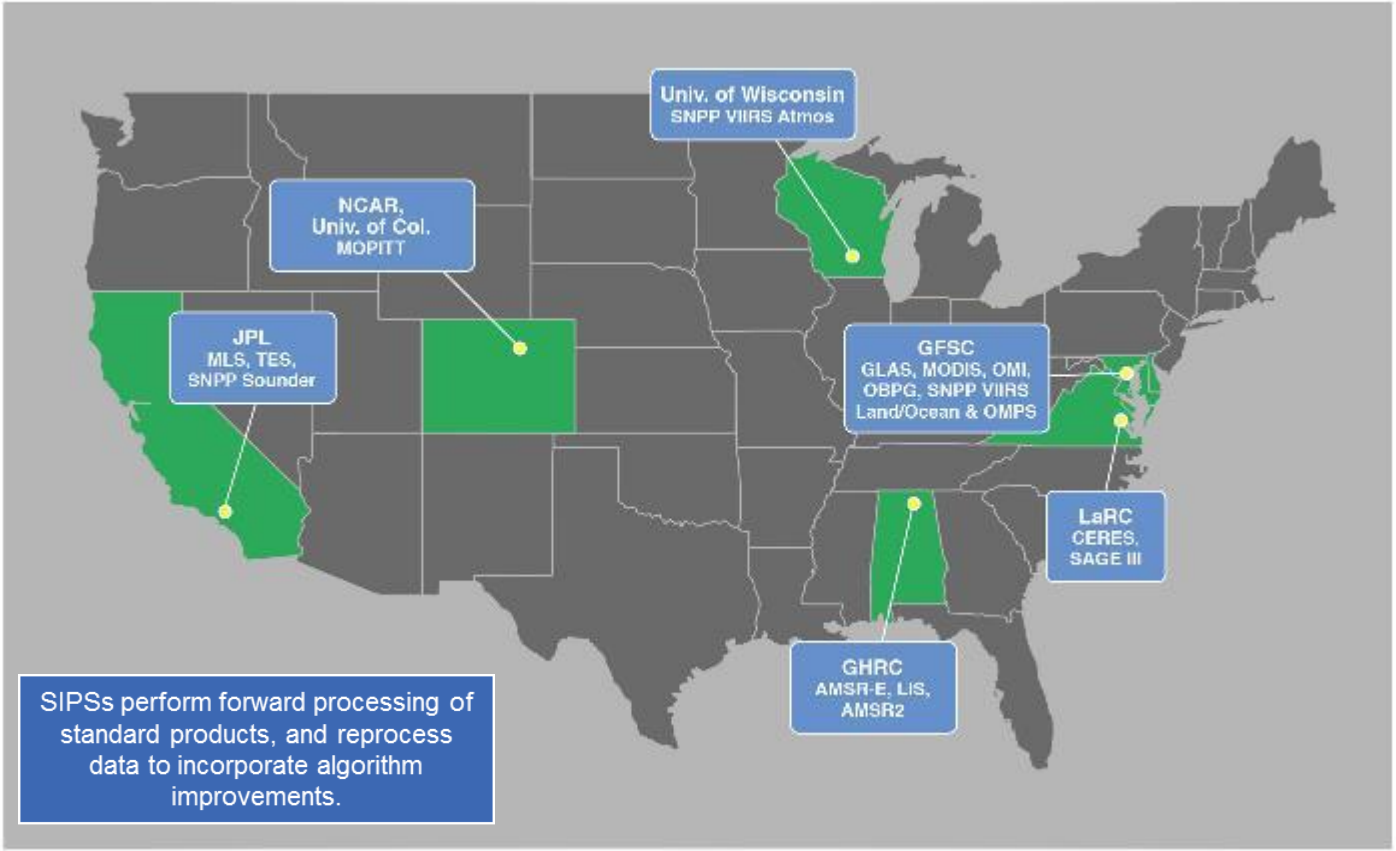
EOSDIS is the NASA Data and Information System for Earth Science



The EOSDIS Distributed Enterprise



Science Investigator-led Processing Systems



EARTHDATA
EOSDIS NASA'S EARTH OBSERVING SYSTEM DATA AND INFORMATION SYSTEM

EOSDIS currently manages and archives over 24 PB of Earth science data

Easy access and discovery of data to over 12,500 unique data products

… of which 95% of granule searches complete in less than 1 second

In 2017 EOSDIS delivered over 1.5 billion data products to over 3.2 million users from around the world

33,000 Data Collections in the Common Metadata Repository (CMR)

EOSDIS also delivers near real-time products within 3-4 hours of observation

Over 330,000 users have registered with EOSDIS

And over 380 million data granules

ACSI American Customer Satisfaction Index®

American Customer Satisfaction Index (ACSI) survey score of 78 from 7,505 respondents

Methods for Capturing User Needs

- EOSDIS uses a variety of tools to gather inputs from our broad user community. Each of these various tools target a particular segment of our users from large calls for inputs to specific technical issues and insights.

- These inputs from multiple sources including face-to-face meetings, advisory groups, workshops, webinars and others provide the depth and detail of insight. These inputs range from limited information from large numbers of users to those made by a few users but have significant detail to EOSDIS system elements. These are collected at regular intervals.

Communications Charge: What we do

AMPLIFY the work done across EOSDIS
EXPOSE the unique aspects of the DAACs and the services to their communities
INCREASE user knowledge of EOSDIS enterprise tools such as Earthdata Search, Worldview and CMR
FOSTER thought and discussion from the user community on EOSDIS products and services
LEVERAGE news-worthy events that can be connected to timely Earth observation data

Lowering Barriers to Data Discovery and Data Access

NASA EOSDIS Global, Full Resolution Imagery (GIBS)

- Provides full resolution visual representations of NASA Earth science data in a free, open, and interoperable manner.

- Through responsive and highly available standards-based web services, enables interactive exploration of data to support a wide range of applications including scientific research, applied sciences, natural hazard monitoring, and outreach.

Developer Portal

- Provides centralized and uniform access to public Application Programming Interfaces (APIs) and other documentation for EOSDIS enterprise tools.

EARTHDATA
EOSDIS NASA'S EARTH OBSERVING SYSTEM DATA AND INFORMATION SYSTEM

Earthdata Search is a web-based data discovery and access tool that enables the search of over 40,000 NASA Earth Observing System Data and Information System (EOSDIS), and U.S or international partner agency data holdings across the Earth science disciplines. It allows users, including those without specific knowledge of the data, to perform data searches, retrieve high-level descriptions of data sets and detailed descriptions of the data inventory, view browse images, and submit orders. A wide range of filtering capabilities are available.

Earthdata Search:
search.earthdata.nasa.gov

- Sub-second search, enhanced data discovery, and increased relevancy with results
- Variety of search capabilities available including search by science keyword,(e.g., disciplines, parameters), platform and instrument names, collection IDs, etc.
- Temporal and spatial filtering capabilities available.
- Data services, such as spatial subsetting, map reprojection, and choice of output formats available for select data.

EARTHDATA
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COMMUNICATIONS

Social Media

At-a-Glance
Twitter- Over 16k followers
Facebook - Over 29k Likes
Google+ - 203 Followers with 51,274 Lifetime Views
YouTube - 1,170 Subscribers

Webinars & Data Recipes

www.youtube.com/c/NASAEarthdata

- Webinars: Online multimedia based discussions and tutorials led by subject matter experts
- Purpose: To increase awareness, and usage of NASA EOSDIS data, information, services, tools and technologies.
- 2017 to date– 18 webinars with 1,300 participants: 11 DAAC webinars, 3 CEOS WGISS technology webinars and 5 internal ESDIS Cloud webinars.

Newsletter

The **EOSDIS Quarterly Update** features data set and data tool news, and highlights our top stories, featured data images, webinars, data recipes, and data user profiles.

Articles, Data Chats, User Profiles & More!

By the numbers 2017:
35 articles to include: 11 Data Product/Tool Announcement/ Notice, 10 Feature Articles, 10 Data User Profiles, 2 Data Chats, 1 Policy Statement, 1 article published in NASA's The Earth Observer (1): cover Feature Article in volume 29, number 3 (May/June 2017)

2017 Articles by Type
Technology/Informatics: 3
Data/Tools in Action: 5
Data User Profiles: 10
Standards/Interoperability: 4
News/Announcements: 13

Conferences/ End-User Workshops

Conferences
Plan and organize flash talk speaker program for NASA booth at Fall AGU
Provide staffing support to NASA booth Coordinate/Facilitate DAAC participation in Hyperwall talks
Facilitate NASA exhibit DAAC staffing support

Publications

Team produces a suite of online and some print outreach products ranging that provide the end user with valuable information regarding how to find, access and use NASA EOSDIS data holdings.

User Profile Yearbook
The EOSDIS Data User Profile series showcases these scientists, researchers, managers, and educators along with the data products that make their work possible. Our Data User Profile Yearbook gives you a taste of the breadth of research enabled by the vast NASA EOSDIS data collection.

Discipline Data Set Reference Sheets
A suite of six reference sheets listing key data sets, organized by discipline, parameter/ measurement, and the DAACs from which those data are available

Data Set/Tool Fact Sheets
One-page documents that feature either a data product, data tool or data service.