



Reef Knowledge System: Personalising the user experience on GovCMS

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Delivery Manager

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- Developer background
- Passionate problem-solver
- UX-driven
- Fitness buff
- And avid movie watcher

The Great Barrier Reef Marine Park Authority (Reef Authority)



The lead government agency responsible for managing and protecting the Great Barrier Reef Marine Park.



Context

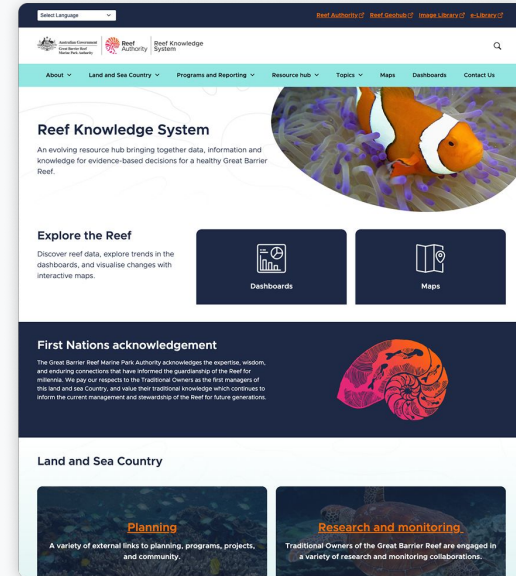
- The Reef Authority engaged Morpht to rebuild the Reef Knowledge System (RKS) website on the GovCMS SaaS platform.



The Reef Knowledge System website

[\(https://reefknowledgesystem.gbrmpa.gov.au/\)](https://reefknowledgesystem.gbrmpa.gov.au/)

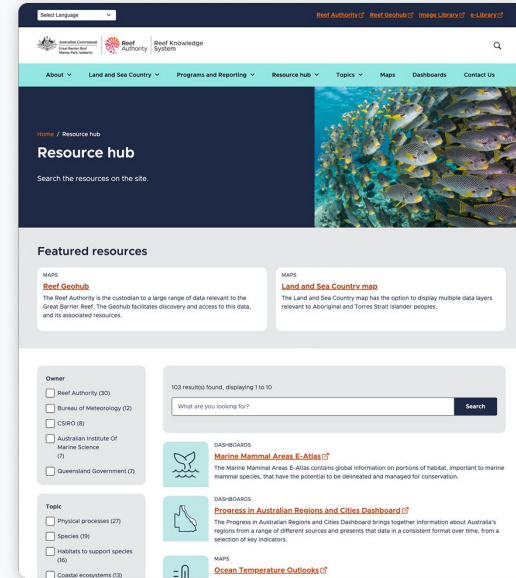
The Reef Knowledge System website is a central platform for accessing, sharing, and integrating information about the Great Barrier Reef's health, management, and research.



The Reef Knowledge System website

(<https://reefknowledgesystem.gbrmpa.gov.au/>)

It helps scientists, managers, and the public make informed decisions by providing easy access to data, reports, and knowledge products from multiple Reef-related programs.

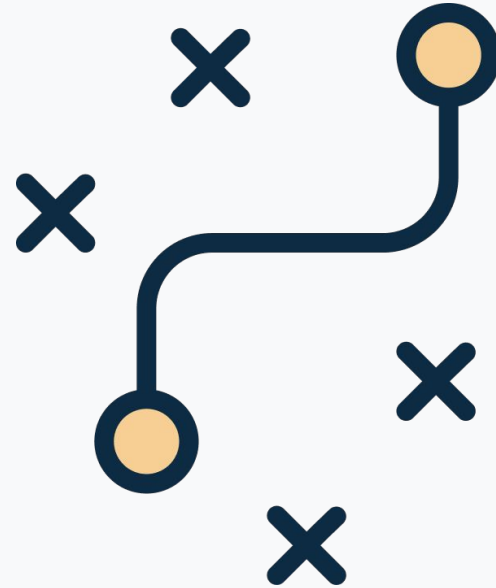


The challenge

- Existing information architecture did not adequately support user needs.
- Most content linked to external resources, with limited internal content.
- The new site needed to support a range of users, with a primary focus on natural resource managers and scientists seeking specific information.
- Future site growth and scalability need to be key planning considerations.

Our approach

- Research
- Design
- Build
- Personalisation
- Testing
- Deploy



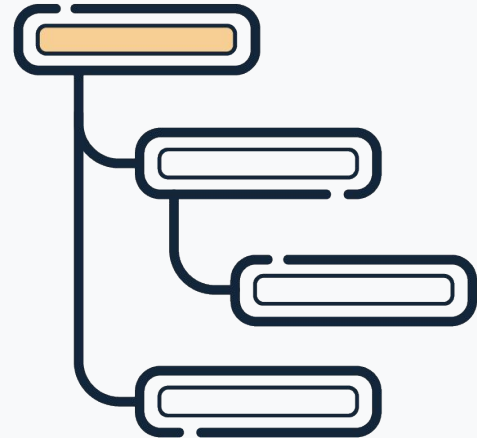
Research

- Site analytics
- User research
- Stakeholder workshops
- Information architecture review



Information Architecture

- With the discovery insights in hand revisit the site structure:
 - Page hierarchy
 - User flow through the content
 - Search experience
 - Topic landing pages
- Recommendations for an optimised sitemap

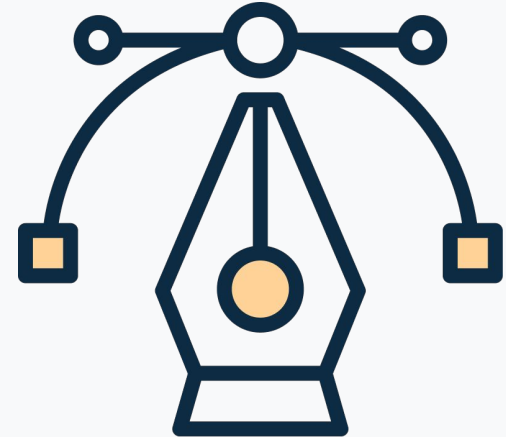


Tree Testing

- A UX technique that helps identify issues with the site structure and validate the recommended changes.
 - Define a set of tasks
 - Ask users to navigate the sitemap or tree to locate the page where they think they'll find the information they're seeking.
- The results of this survey will help finalise the sitemap.

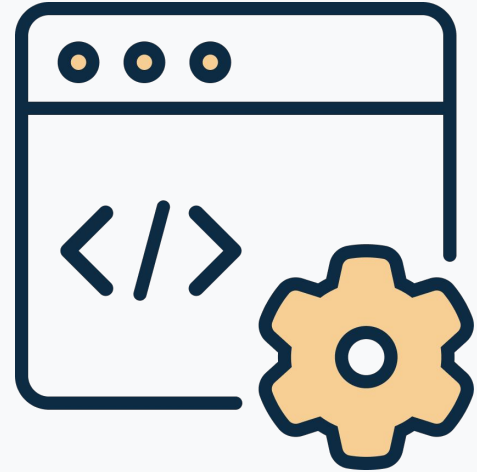
Design

- Innovation
- Trustworthy
- Scientific
- Approachable



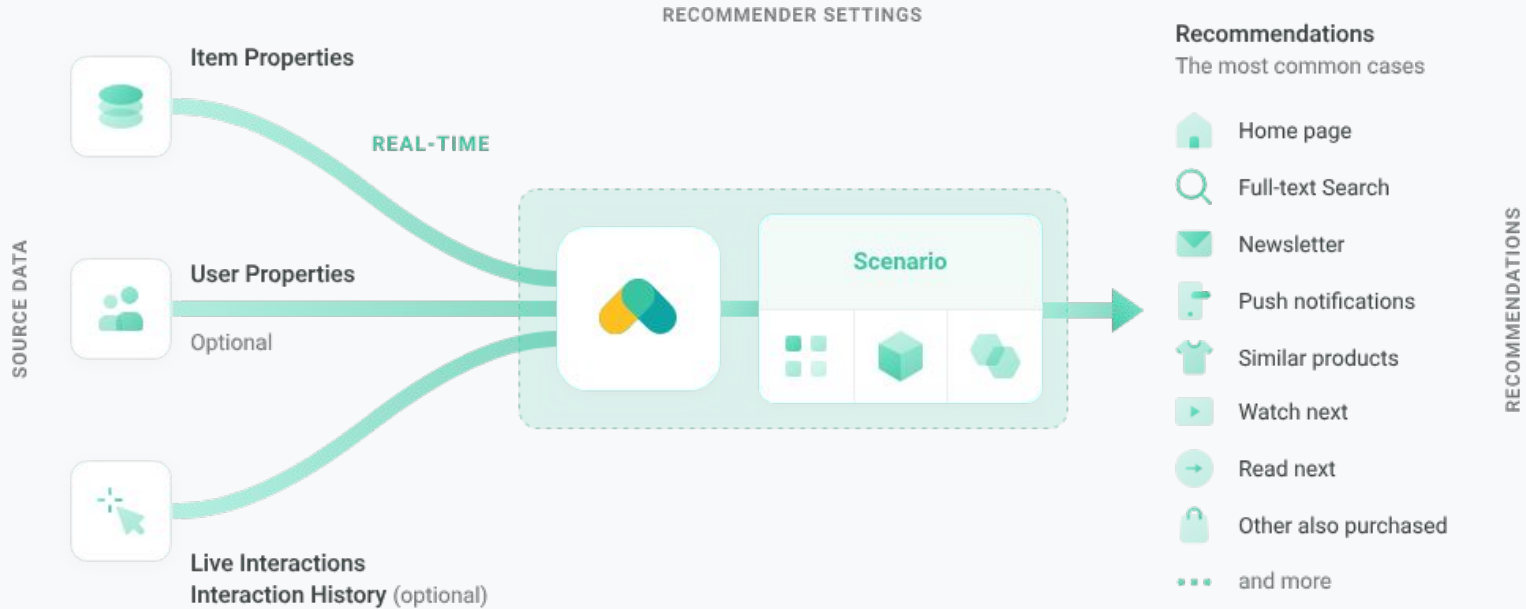
Build

- Content Modelling
- Sitemap implementation
- New features
 - Resource hub
 - etc.



Personalisation

Recommendations as a Service



Personalisation

- Top Picks

Top picks for you



RESOURCE

[Australian Attitudes on Climate Change dashboard](#) ↗

Griffith University's Climate Action Big Data research project has built a custom dashboard to track climate action relevant tweets and comments posted by Australians.



RESOURCE

[Seamap Australia](#) ↗

Seamap Australia is a marine decision support tool that brings together seafloor habitat maps with contextual data to facilitate understanding and management of Australia's marine resources.

Personalisation

- Recommended Resources

Related resources



RESOURCE

[Aboriginal and Torres Strait Islander Partnerships – Australian Institute of Marine Science \(AIMS\)](#) [?]

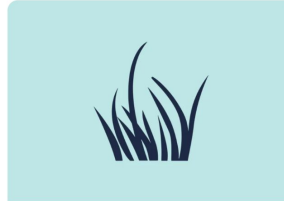
Aboriginal and Torres Strait Islander people and AIMS are building strong and productive relationships in marine science. Natural synergies exist between AIMS' research and the management and protection of Sea Country by Traditional Owners across Australia.



RESOURCE

[Reef Geohub](#)

The Reef Authority is the custodian to a large range of data relevant to the Great Barrier Reef. The Geohub facilitates discovery and access to this data, and its associated resources.



RESOURCE

[Queensland Wetland Maps](#) [?]

The Queensland Government's WetlandMaps provides an interactive map service that gives users fast and easy access to wetland information.

Personalisation

- Trending Now

Trending now



RESOURCE

[**MetEye**](#) 

The Bureau of Meteorology (BOM) online MetEye tool helps you visualise local weather observations and forecasts for any location in Australia.



RESOURCE

[**Marine Monitoring Program**](#)

The Great Barrier Reef Marine Monitoring Program (MMP) monitors water quality and the health of inshore coral and seagrass in the Great Barrier Reef Marine Park.

Personalisation

- Privacy
 - User id and item id is synced across
 - No personally identifiable information used
 - No IP addresses used
 - GDPR compliant

Personalisation

- Privacy
 - Only public content and published content is synced across to the recommender
 - If content is unpublished then it will also be removed from the recommender.

Personalisation



- Privacy Preferences
 - Users can opt out of the user tracking
 - You still get the wisdom of the crowd and property items
 - Your user behaviour is not tracked

Testing

Although testing was done throughout the project, this final testing phase can give a sign-off on the site.

- Accessibility
- Functional
- SEO

Deploy

- The rebuild successfully delivered a user-centred site with the Resource hub as its primary feature.
- The improved information architecture, topic-driven navigation, personalised content, and focus on accessibility provided a significant uplift in usability and positioned the site to better support both current user needs and future growth.



Thank you