FGDC.GOV
FEDERAL GEOGRAPHIC DATA COMMITTEE

**Architecture & Technology
Working Group (ATWG)
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**Perspective on
Service Utilization**

Request	Service Utilization
Requestor	Managing Partner
Date Created	2016-02-08
ID	RQ2
Category	Services
Summary	How can GeoPlatform.gov track service utilization, with a focus on understanding external web services?
Context	Jerry Johnston and Tod Dabolt raised this issue. Currently, GeoPlatform collects page view metrics, but this isn't necessarily representative of service utilization. There is also a distinction between services hosted on GeoPlatform and those hosted by data providers. The "report card" to providers might include a service uptime component.
Consolidated Perspective	The mechanism for service utilization tracking requires further investigation. As an example, NASA tracks data downloads and utilization via a unique login system. This works well for downloads, but it is unclear whether the NASA system allows for "application" accounts, which may be necessary to track service utilization Utilization and sentiment metrics should be numerical and consistent to facilitate 'even-handed' valuation as part of the feedback process. Service utilization metrics to consider: visits, hits/calls/downloads, successful hits/calls/downloads, update frequency, who searched, who used after searching, who didn't use after searching, sentiment (positive and/or negative feedback).

ATWG Recommendation	Service utilization tracking is a core requirement and value-add that GeoPlatform.gov can provide to Agencies. It makes sense to set up service utilization tracking as a consumable service for partners.