New Aviso web site: 
the more things change, the more they 
stay the same
Image of the Month
2008-11-03  November 2008: Counting icebergs
Small icebergs in open seas can be detected using altimetry, in the return echoes (or waveforms). Such detection can help counting the icebergs, and thus the ice caps response to climate.

Lively data
2008-10-21  An unusually strong Indian monsoon
An unusually strong Indian monsoon occurs this year. Cartography, comparisons between several years thanks to JAS, in terms of sea level anomalies, winds and currents.

Other News ...
2008-11-05  27 31 October, 2008 week
Les activités humaines, causes du réchauffement des pôles, selon une étude (L'Express, 2008/10/31)

Un secteur loin de sa maturité (Le Monde, 2008/10/32) article complet disponible en version papier

Arctic sea ice thinning at...

2008-10-25  20 25 October, 2008 week
MU Scientist uses tracer to predict ancient ocean circulation (Earthobservatory, 2008/10/20)

Température d'automne arctique: record de 5 degrés au-dessus de la normale (L'Express, 2008/10/17)

Pour la première fois, le tour...

2008-10-26  Yves Ménard passed away
Yves Ménard passed away on Monday, October 26th. He had been a key figure in ocean data, his flashes and compass.
What’s changed?

Everything!

- Contents, updated and completed
- Site management software: now a ‘content management system’ software
  - Automated navigation menus
  - Stand-alone interface for writing, management
  - Numerous available « plug-ins » (glossary, news management…)
- New graphics
What stays?

The essentials:

• The address
  English: http://www.aviso.oceanobs.com
  (Spanish: http://www.aviso.oceanobs.com/es/ )

• The general site map

• The principles behind the web site animation

• The objectives:
  – Promote altimetry and Doris,
  – Disseminate the data,
  – Help users
But this is only a starting point…
Animate / liven up a web site

• A web site that does not evolve quickly becomes “dusty”. Web versatility making it so that an obsolete content is badly resented

⇒ It becomes less and less visited

• The (editorial) webmaster is the person who animate a web site, a bit like the curator of a virtual museum
<table>
<thead>
<tr>
<th>Lively museum</th>
<th>Web sites</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Permanent exhibits</td>
<td>➔ Permanent pages</td>
</tr>
<tr>
<td>• Reserves</td>
<td>➔ “Experts” pages</td>
</tr>
<tr>
<td>• Temporary exhibitions</td>
<td>➔ News, chronicles</td>
</tr>
<tr>
<td>• Being in the guide books</td>
<td>➔ Search engines &amp; directories</td>
</tr>
<tr>
<td>• Clear path for visitors</td>
<td>➔ idem</td>
</tr>
<tr>
<td>Web Sites</td>
<td>Aviso web site</td>
</tr>
<tr>
<td>---------------------------</td>
<td>---------------------------------------------------</td>
</tr>
<tr>
<td>Permanent pages</td>
<td>Applications, missions, altimetry…</td>
</tr>
<tr>
<td>“Experts” pages</td>
<td>Calval, data, OSTST posters…</td>
</tr>
<tr>
<td>News, chronicles</td>
<td>Images of the Month, Lively data, indicators, “Jason-2” videos…</td>
</tr>
<tr>
<td>Search engines</td>
<td>Good referencing (1st / altimetry)</td>
</tr>
<tr>
<td>Visiting path</td>
<td>Generally considering “well organized” (but things can always be improved!)</td>
</tr>
<tr>
<td>Souvenirs shop</td>
<td>And even a few “trinkets” (in the Newsstand): posters, game…</td>
</tr>
</tbody>
</table>
Web site
Tools to ease the visit

- Site map
- Internal search engine
- Glossary (automatic)
  (don’t hesitate to tell us to add a missing acronym / expression)
- Lexicon (automatic)
- Menus built on keywords
Information sources

• Animating such a web site, OK, but… with what? Where are the information?
Mainstream media

Work description by an Aviso User, sending of his/her article

Alter by a contact person

conversations

Monitoring (routinely plotted maps, regular events)

New data

JGR & other scientific journals

Request from CNES

EGU & other meetings

OST/ST

Events (launches…)

Webmaster
Bonne visite !

http://www-aviso.cnes.fr
(www.jason.oceanobs.com)

www.aviso.oceanobs.com