

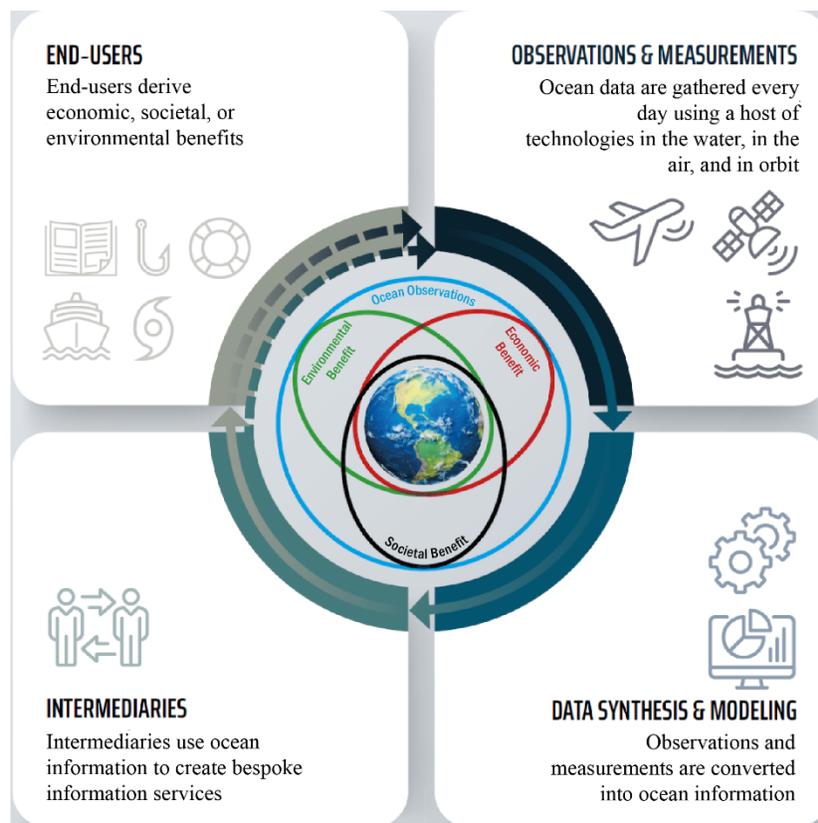
## BENEFITS OF OCEAN OBSERVING CATALOG:

### GUIDELINES FOR WRITING USE CASES

#### Introduction

The Benefits of Ocean Observing Catalog (BOOC) is a web based platform for storing, sharing and integrating stories about the socioeconomic and environmental benefits that are derived from data, information and knowledge about the ocean, inland seas and major freshwater bodies such as the US Great Lakes.

The Catalog is comprised of “use cases”. Use cases provide examples of how the generation, analysis and application of ocean data, information and knowledge delivers socioeconomic or environmental benefits:



Use Cases ideally address all of the elements shown above but may describe any combination of these that helps to understand the benefits derived from ocean data, information and knowledge.

The readers of the Catalog's use cases will come from the ocean observation, measurement and forecasting community, and public and private intermediaries which transform ocean data, into actionable information. Users may also be organizations or individual citizen end-users of such information services who derive economic, societal or environmental benefits from ocean data and information.

The catalog is intended to support a broad understanding of the importance of ocean data, information and knowledge in addressing societal challenges and the delivery of economic and environmental benefits.

### **Writing a Use Case**

Use cases include three main components:

- A description of the types and sources of ocean data and information used.
- Descriptions of the activities of organization(s) involved in analyzing and transforming ocean data and information into actionable deliverables supporting a specific end-use or end-uses.
- Information about the end-user/users of these customized deliverables and the geographic extent of such use; with quantitative or qualitative descriptions of the benefits they derive.

#### 1. Sources and type of data and information used

This section of a use case identifies and describes the sources and types of any ocean data and information used in generation of deliverables supporting the target end-use or uses. The use case should identify publicly available ocean data and information used in the creation of the deliverables, as well as any proprietary data collected specifically to support the intended application.

#### 2. Transformation into an actionable information service

This section describes the activities of the organization or organizations that transform ocean data and information into the actionable information services supporting the particular end-use or uses. It should include:

- A brief description of the methods of analysis employed;
- A description of any non-ocean data and information used in generation of the information service
- A description of the method used for communicating the deliverables to the particular end-user or users.

### 3. Describing the Benefits

This section describes the benefits that the end-user or users derive from the information service in quantitative or qualitative terms.

Benefits can be described in many ways. Perhaps the simplest is to compare the situation for end-users who access the specific information with the situation in which this information is not available. Examples of the benefits made possible include:

- Improved regulatory measures and monitoring of regulatory compliance.
- Improved design, construction and operation of coastal and offshore infrastructure.
- Improved safety of offshore and coastal activities.
- Improved climate resilience.
- Improved environmental protection.
- Improved ecosystem functions and biodiversity.

It is important that the case study follows through to an identification of the ultimate end-users, even if these end-users or the benefits they derive are only partly known.

It is useful if benefits have been assigned a monetary value, but this is not a prerequisite for the description of benefits in a case study. Benefits may also be described in general qualitative terms.

#### **General Writing Guidance**

Use cases are intended to provide a concise communication to a broad audience about the uses of ocean data and information, the key organizations involved, and how society benefits from investments in ocean observing systems.

In describing the organizations and the use of data from various programs (when applicable) care should be taken about the use of acronyms that are unlikely to be familiar to non-specialists. Spelling out the acronym when it is first used is one way to do this.

BOOC use cases are not intended to be exhaustive. The suggested length is between 200 and 400 words. Cases should be in .doc or .docx format. Formats should be standard pages (A4 or 8.5x11), 12 point fonts. Where more complete documentation on a use case, such as a journal article or other publication, is available this can be referenced in the case. Citations or guides to more information can be simply included in a “For More Information” section.

Once the web based BOOC system is operational, use case generation will be supported through an entry system comprising a GIS interface and dialogue boxes which capture the essential components described in these guidelines.