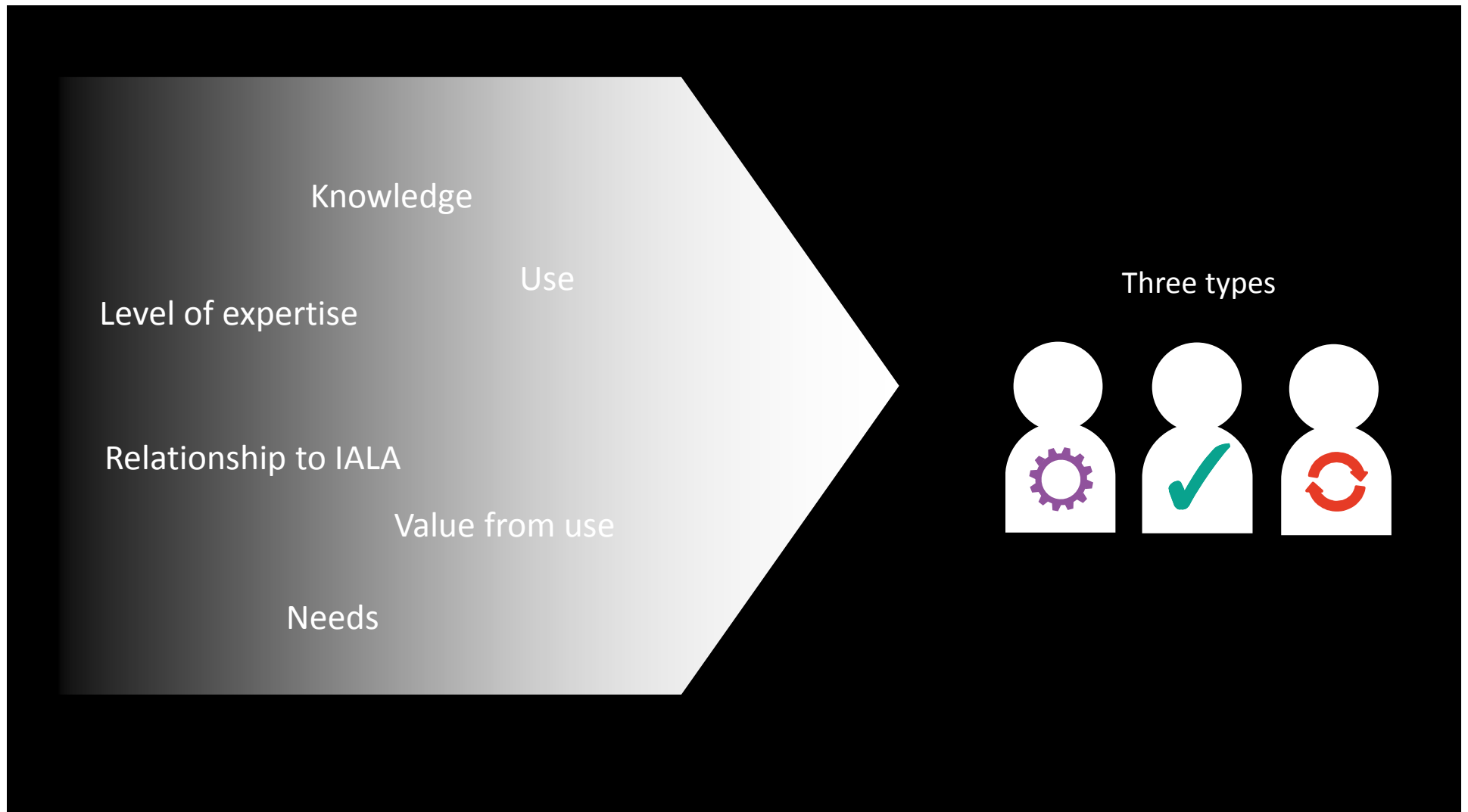


# IALA's users

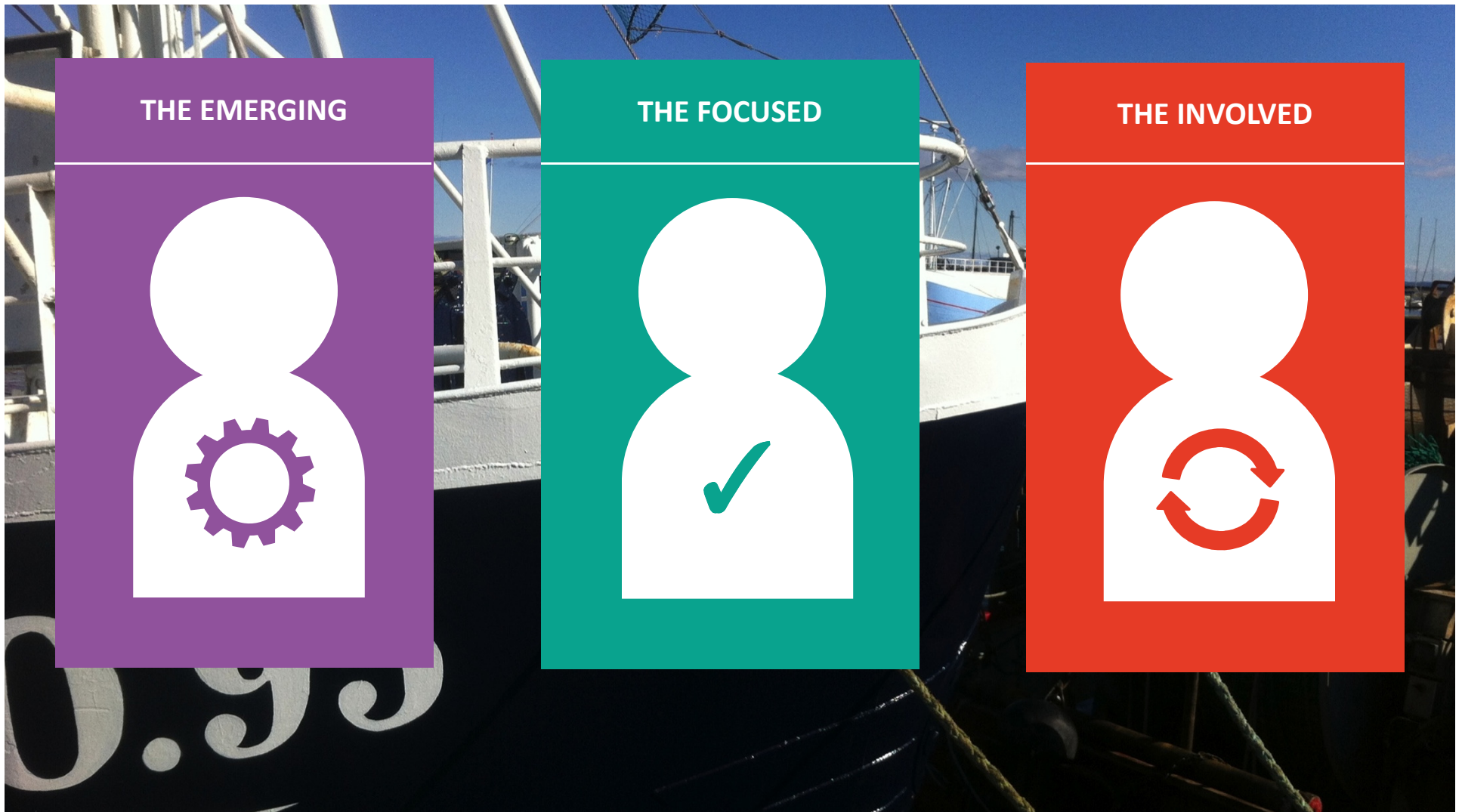
- portraits and a framework for user types

An assessment by Bjørn Borbye Pedersen,  
Danish Maritime Authority

**Based on five interviews IALA's users are grouped on the background of the following parameters:**



## The three user typers



## Capt. Amadou NDIAYE SENEGAL



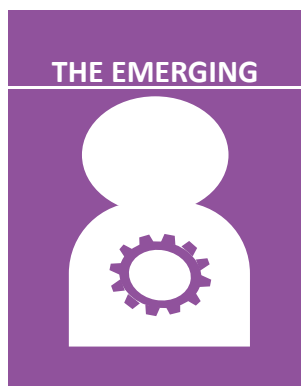
- Amadou is director of port operations at Port Autonome de Dakar
- Worked in the maritime domain for over 30 years
- Background as a mariner, chief pilot, captain of the port etc..
- Involved in IALA as head of delegation since 2013
- Part of council and different committees



*"We need a guideline to the guidelines"*



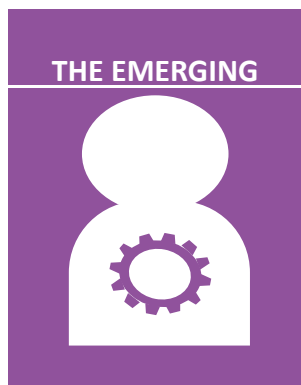
## Capt. Amadou NDIAYE SENEGAL



- **Knowledge:** Knows a board range of publication but difficult to be specific
- **Use:** Guidance - to find proper solutions
- **Value:** To make sure that we comply to international standard, so international trade can trust us.
- **Evaluation:** Good detail level but it requires to high languish skill
- **Suggestions:**
  - Translate all publications into French (and Spanish)
  - Make it easier to find publications – A guideline of guidelines!
  - More assessments of pros and cons "It is not evidence that plastic is better than ion"
  - When new members participate in committees – give them a prober introduction the first day

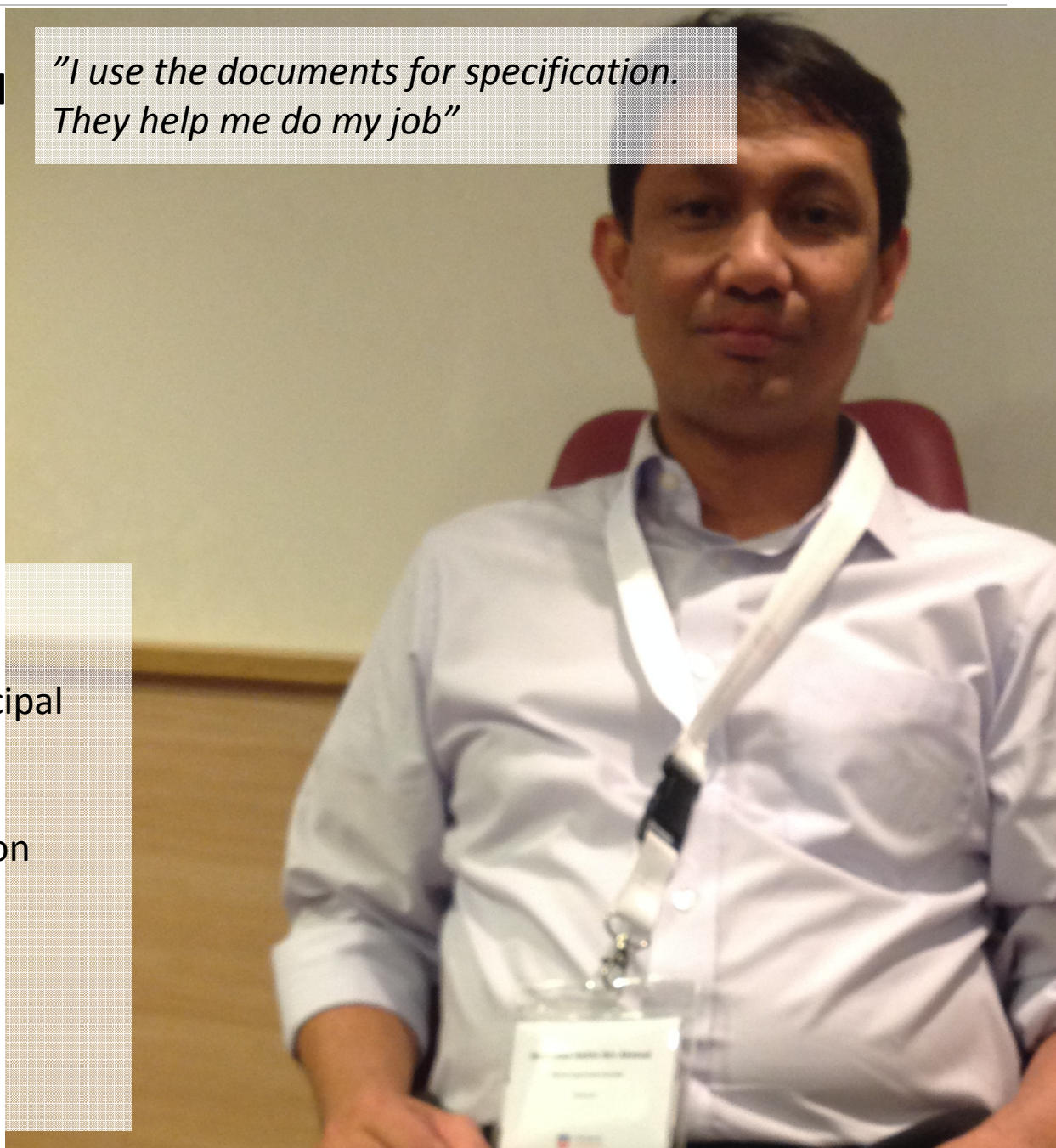


## Mohamad Halim Bin Ahmed MALAYSIA



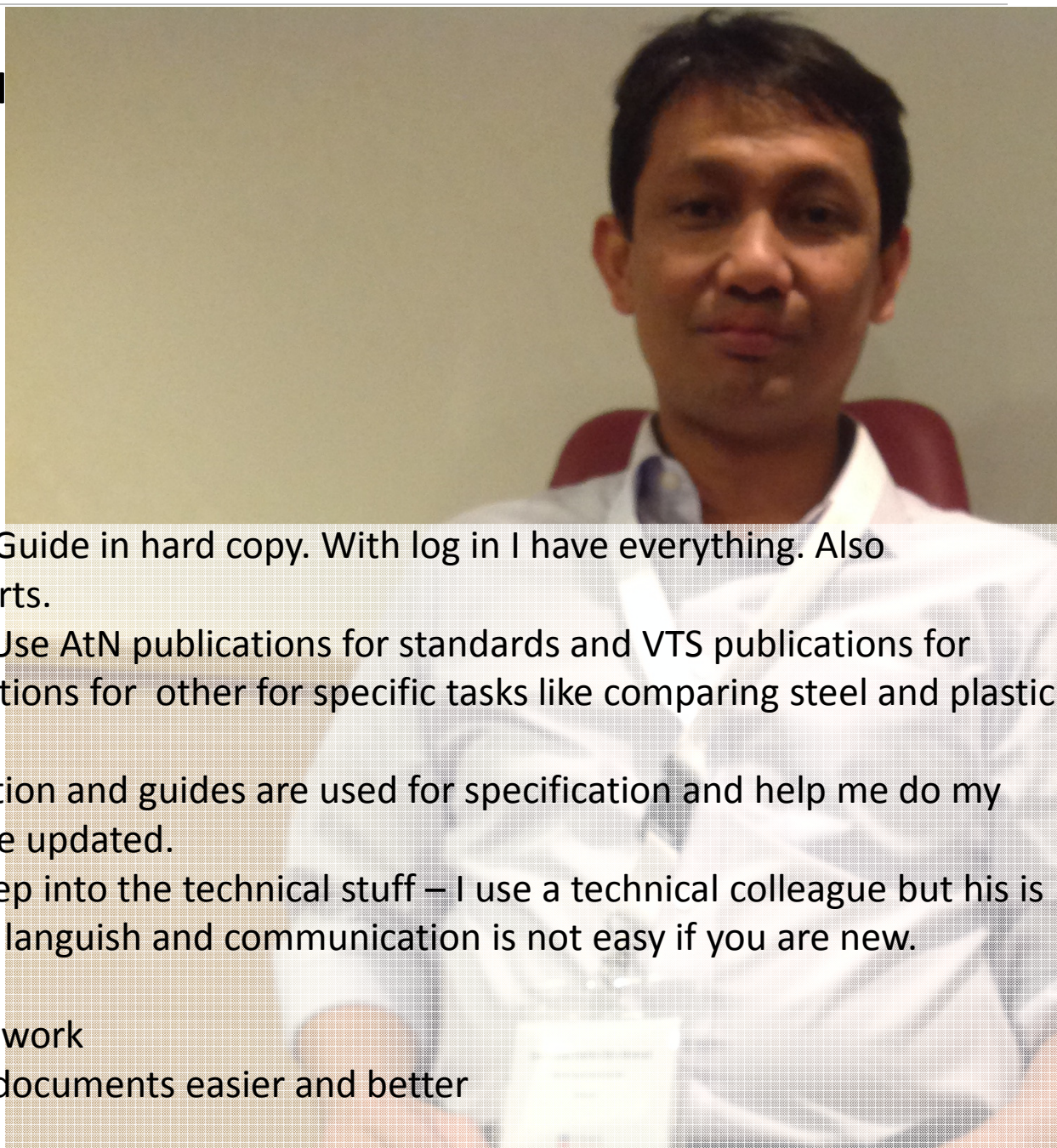
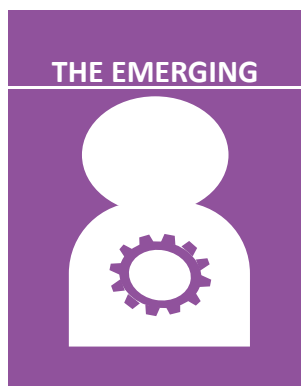
- Mohamad is Senior Principal Asst Director, Marine Department Malaysia
- Been in the administration 1½ years
- Involved in a bit of IALA committee work

*"I use the documents for specification.  
They help me do my job"*





## Mohamad Halim Bin Ahmed MALAYSIA

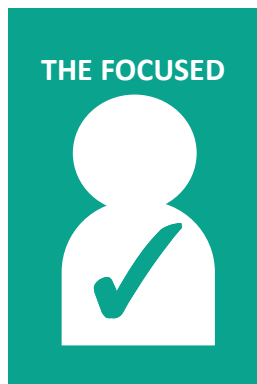


- **Knowledge:** Has the NavGuide in hard copy. With log in I have everything. Also committee meeting reports.
- **Use:** Like the hard copy. Use AtN publications for standards and VTS publications for training. Also use publications for other for specific tasks like comparing steel and plastic buoys.
- **Value:** The recommendation and guides are used for specification and help me do my job. The reports keeps me updated.
- **Evaluation:** I don't go deep into the technical stuff – I use a technical colleague but his is sick at the moment. The languish and communication is not easy if you are new.
- **Suggestions:**
  - More on restoration work
  - Make searching the documents easier and better



## Seppo Virtanen

FINDLAND



- Director at Meritaito and Seahow
- 20 years in the industry
- Industrial member of IALA





## Seppo Virtanen FINDLAND



- **Knowledge:** Knows the one with the Navigation Buoy system – the one with the red cover – think it's a recommendation
- **Use:** Just use this single one
- **Value:** Use it in product development to verify our products follow the recommendation.
- **Evaluation:** Everyone agree is good to have standards. The documents are OK, but old looking - old fashioned
- **Suggestions:**
  - Better search function when you have a specific question: *"How to define the visual distance/range of a buoy with out light?"* or *"What is the proportion between the different stripes on a buoy?"*
  - Difficult to find the right color for buoys. Could be good with a more intuitive chart, from this red to this red.
  - In the recommendations it would be good to have more shapes
  - Question: What's the overlapp to PIANC



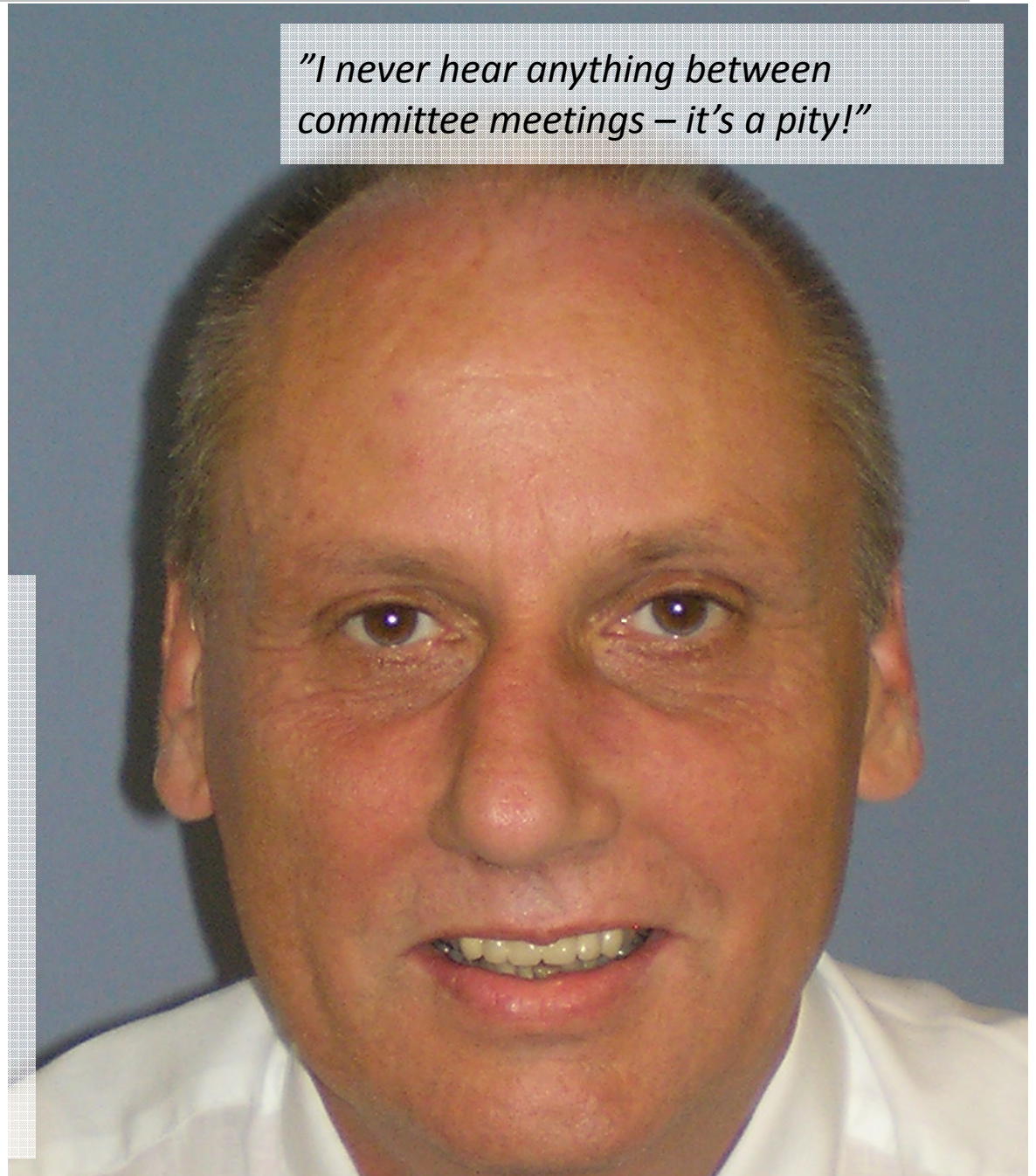
## Ben Röhner

THE NETHERLANDS



- Advisor at the Port of Rotterdam
- Mariner and 11 years working at port VTS
- Involved in IALA VTS committee for the last 5-6 years – will stop participation now

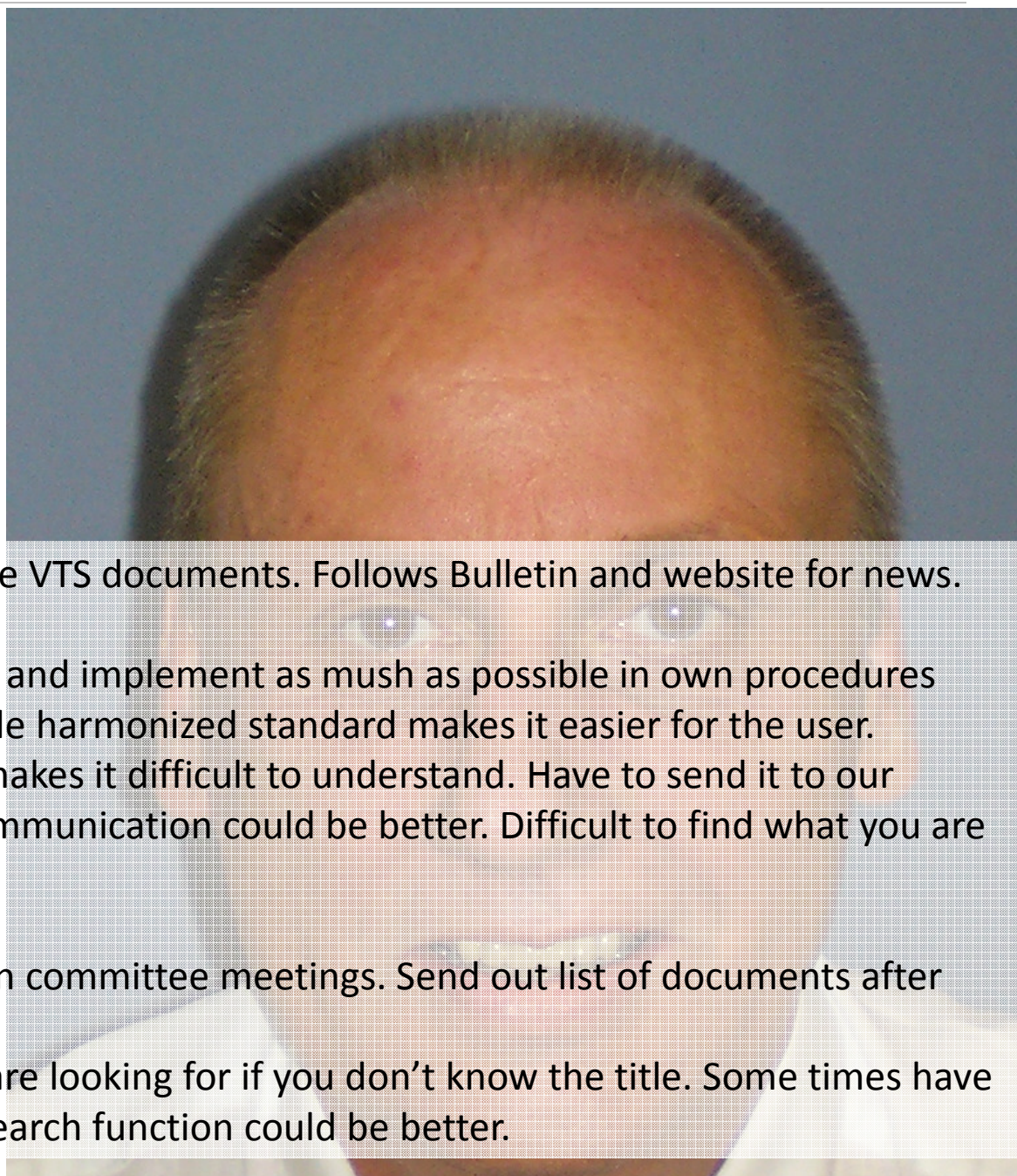
*"I never hear anything between committee meetings – it's a pity!"*





## Ben Röhner

### THE NETHERLANDS



- **Knowledge:** Knows most of the VTS documents. Follows Bulletin and website for news. Committee reports.
- **Use:** Use most VTS documents and implement as much as possible in own procedures
- **Value:** Following the world wide harmonized standard makes it easier for the user.
- **Evaluation:** Highly detailed = makes it difficult to understand. Have to send it to our technical department. The communication could be better. Difficult to find what you are looking for.
- **Suggestions:**
  - More information between committee meetings. Send out list of documents after council meetings
  - Difficult to find what you are looking for if you don't know the title. Some times have to email the secretariat. Search function could be better.



## Jakob Bang DENMARK

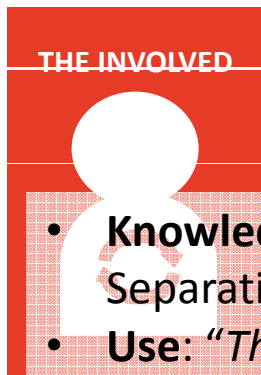


- Superintendent working with AtN management at the Danish Maritime Authority.
- Background as mariner.
- 15 years at the authority
- Involved for 10 years in IALA committees

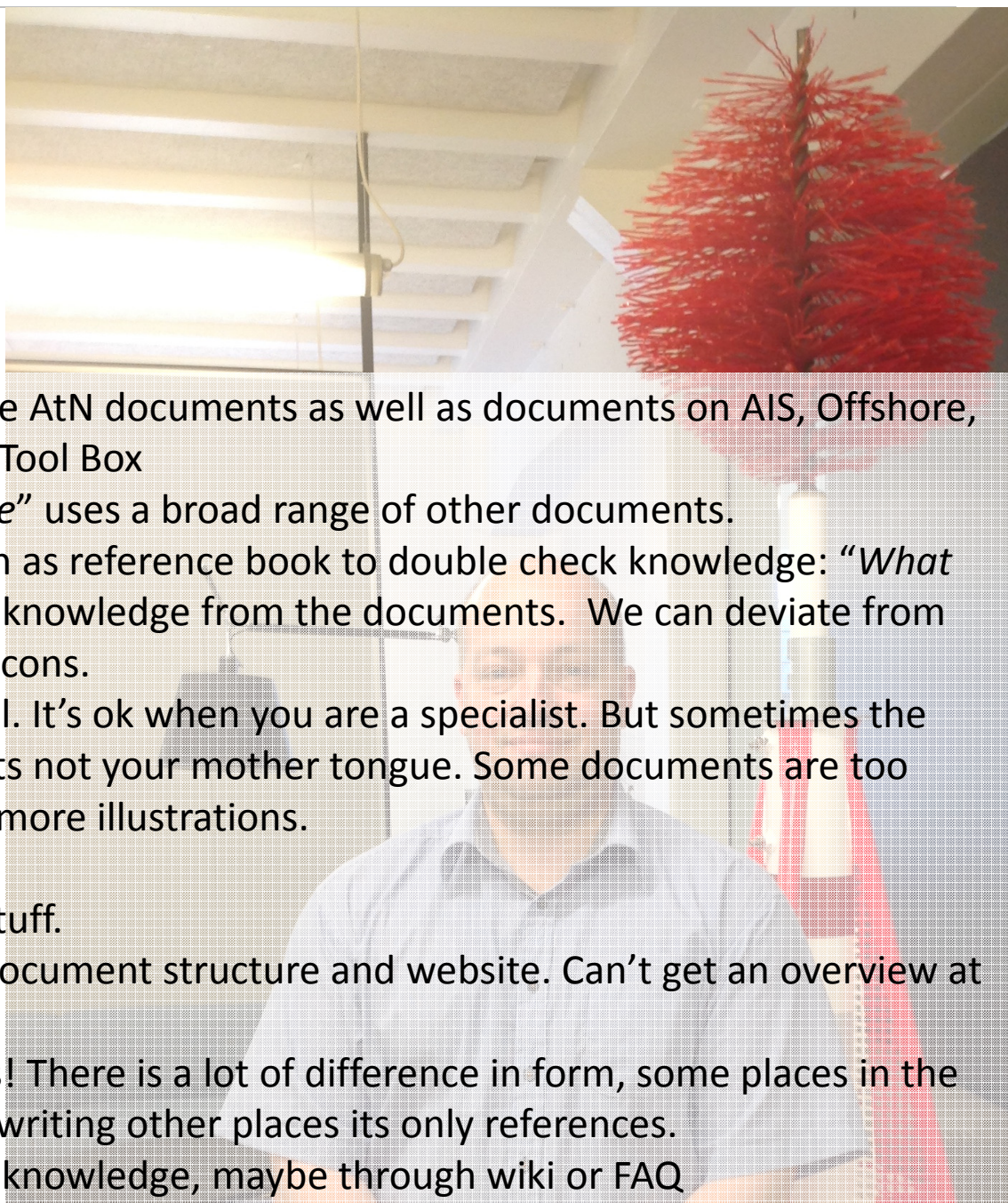




## Jakob Bang DENMARK






- **Knowledge:** Knows most of the AtN documents as well as documents on AIS, Offshore, Separation, Risk Management Tool Box
- **Use:** “*The NavGuide is our Bible*” uses a broad range of other documents.
- **Value:** The documents function as reference book to double check knowledge: “*What does IALA say?*” I also get new knowledge from the documents. We can deviate from IALA when balancing pros and cons.
- **Evaluation:** High technical level. It’s ok when you are a specialist. But sometimes the languish is a challenge, when its not your mother tongue. Some documents are too comprehensive and could use more illustrations.
- **Suggestions:**
  - Clean up!! Too much old stuff.
  - Do something about the document structure and website. Can’t get an overview at the moment.
  - Streamline the documents! There is a lot of difference in form, some places in the NavGuide there is a lot of writing other places its only references.
  - Make better access to the knowledge, maybe through wiki or FAQ



## Three user types, covering all IALA's users(?)

A tool for a common understanding and language - and more user focused products

	THE EMERGING	THE FOCUSED	THE INVOLVED
			
RELATION TO IALA	<ul style="list-style-type: none"> <li>• Seldom but growing</li> <li>• Searching</li> <li>• Distanced</li> </ul>	<ul style="list-style-type: none"> <li>• Seldom</li> <li>• Unknowledgeable</li> <li>• Distanced</li> </ul>	<ul style="list-style-type: none"> <li>• Frequent</li> <li>• Knowledgeable</li> <li>• Close/Personal</li> </ul>
NEEDS	<ul style="list-style-type: none"> <li>• Catching up to speed/standard</li> <li>• Everyday translation of recommendations</li> <li>• Overview of standards</li> <li>• Standards for specifications</li> </ul>	<ul style="list-style-type: none"> <li>• Easy accessible answers to specific questions</li> <li>• For some: Connection to potential costumers</li> </ul>	<ul style="list-style-type: none"> <li>• Stay on top of the newest development</li> <li>• References in daily work and development</li> </ul>