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D3.1: Public library service definitions and requirements

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REVISION HISTORY AND STATEMENT OF ORIGINALITY

Revision History

Revision No.	Date	Author	Organisation	Description
1.0	29 September 2012	Rob Davies	MDR	
Final	1 October 2012	Rob Davies	MDR	Incorporating reviewers' comments

Statement of originality:

This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.

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1 Introduction

The public libraries partners in Europeana Awareness (Aarhus, Belgrade, Berlin, MECD and Veria), working with MDR and PSNC, aimed to define during the first six months of the project, through a process involving two workshops, an initial set of services and tools (such as API, 'widgets' etc.) which can be made available with a limited amount of development to establish and integrate Europeana within the services that public libraries provide to their users.

This work was intended to enable Europeana Foundation to define a set of requirements for delivering these services by Month 9.

Following this, these partner libraries will test, implement and validate the identified services in the context of their own regular work for a three-month trial period, before they are described and packaged for wider implementation by Month 14 (February 2013).

Meanwhile, MDR the Lead partner in WP3, working with the Europeana Awareness partner libraries has set out to identify a network of at least 100 candidate public libraries, covering every ICT-PSP participant country, who will act as the initial user base for implementing the defined Europeana services. A subset of these public libraries, ensuring appropriate country coverage, will be designated as community collection points for UGC in support of WP2.

MECD is hosting a major public libraries conference in Burgos, Spain 9-11 October, 2012 which will promote the use of Europeana to Ministries, senior professionals, local authorities and other bodies responsible for public libraries to promote the outcomes of this work and to encourage further take-up. This event includes a workshop organized to brief the first tranche of members of this network on these plans and to identify volunteers for early implementation.

Web-based training and orientation activities will be made available and based on this guidance and continuing support, the wider group of 100 public libraries will commence implementation of these services over an initial period of nine months, to be completed by Month 28 (April 2014). Implementation will be followed up by evaluation of this activity, its take up and impact on the libraries and their users before the end of the project. The eventual intention being to extend these facilities to all public libraries wishing to take advantage of them.

2 The first specification workshop

This was hosted by the Secretariat of State for Culture, Madrid, Spain 21-22 March 2012. Participants included:

- Runar Bergheim (AVINet) – external expert
- Erik Boekesteijn (Doklab) - remote presentation
- Dorthe Brandt Larsen (Aarhus)

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- Maarten Brinkerink (Sound and Vision)
- Rob Davies (MDR)
- Predrag Dukic (Belgrade)
- Charlotta Hardkte-Flodell (Berlin)
- Brian Kelly (UKOLN, UK) – external expert
- Lizzy Komen (Europeana)
- Maria-Luisa Martinez-Conde (MECD)
- Jasmina Ninkov (Belgrade)
- Dimitris Protopsaltsou (Veria)
- Mary Rowlatt (MDR)
- Marcin Werla (PSNC)

The programme (see Annex 1) was conceived as a process designed to identify and organise ideas around the choice and specification of service options and began with an intensive input and discussion of ideas¹

2.1 Criteria for service selection

During the workshop, the group brainstormed issues for selection of a public library service and ranked them as useful criteria according to priority using the following table, working as individuals.

A (the most important criteria)	B (relatively important criteria)	C (less important criteria)

The distribution of rankings was then assessed in order to determine a weighting for each of the criteria. The results are summarised as follows:

¹ Presentations are available at:

Awareness Madrid workshop intro slides by Rob Davies

<http://pro.europeana.eu/documents/904448/1311319/Awareness+Madrid+workshop+intro+slides>

Europeana API General by Marcin Werla

<http://pro.europeana.eu/documents/904448/1311319/Europeana+API+Madrid+General.pdf>

Specifying the service requirements Public libraries by Lizzy Komen

<http://pro.europeana.eu/documents/904448/1311319/Specifying+the+service+requirements+Public+libraries.ppt>

Learning from the social web by Brian Kelly

<http://pro.europeana.eu/documents/904448/1311319/Learning+from+the+social+web.ppt>

Europeana Awareness Madrid Digital services in public libraries by Mary Rowlatt

<http://pro.europeana.eu/documents/904448/1311319/Europeana+Awareness+Madrid+Digital+services+in+public+libraries>

Europeana API PSNC by Marcin Werla

<http://pro.europeana.eu/documents/904448/1311319/Europeana+API+Madrid+PSNC.pdf>

2.2 Weighted selection criteria

1. Legality 6A 3B 2C	Weighting 3
2. Security 2A 4B 3C	Weighting 2
3. Wide use 9A 2B	Weighting 3
4. Negative impact 1A 3B 5C	Weighting 1
5. Competition 5B 5C	Weighting 2
6. Effective use of Europeana content 10A 1C	Weighting 3
7. Needs other existing services 7B 4C	Weighting 2
8. Needed 5A 4B 1C	Weighting 3
9. Long term value 4A 3B 3C	Weighting 3
10. Cost-effectiveness 2A 7B	Weighting 2
11. Servicing or maintenance 4A 4B 3C	Weighting 2
12. Simple 6A 3B 2C	Weighting 3
13. Relevance for public library 8A 2B	Weighting 3
14. Promotes community creativity 3A 8B	Weighting 2

2.3 Candidate service descriptions

A list of candidate services was canvassed from the group. The initial results were summarised as follows:

1. Europeana search and context widget (configurable, pre-specified national/local searches).
2. Integrated search of library catalogues and Europeana
3. New dynamic interface to Europeana – touch screen based, engaging ways of browsing
4. Digital storytelling engine/building on existing stories
5. Local data for re-users (via an API)
6. Crowdsourcing tools – tagging (names, categorisation) – using storytelling platform
7. Geocoding tool (spatial, temporal annotation)
8. Europeana game for children (customised for place) for schools
9. Contests connected to e.g. local art, published to Wikimedia commons: public library as facilitator
10. Reusable content search engine (i.e. rights identification) as part of public libraries services
11. Local data mining service
12. Crowdsourcing accessibility descriptions, describing relationships

2.4 Services – weighted scoring exercises

Each of these candidate services was then ranked on a scale of 0-5 according to negative to positive perceptions on each of the criteria, using the following format. Rating was multiplied by weighting under each of the criteria in order to arrive at a total score for each candidate service.

		Service idea		Service idea		Service idea	
Criteria	Weight	Rating	Score	Rating	Score	Rating	Score
Total							

The following scores were the result of this exercise.

	Criteria	Score						
		1	2	3	4	5	Total	Pos
7	Geocoding tool	106	152	116	141	157	672	1
6	Crowdsourcing tools	114	155	118	131	141	659	2
2	Integrated search of library cats and	126	157	125	119	131	658	3
9	Contests published to Wikimedia Commons	108	146	144	127	127	652	4
4	Digital storytelling engine	105	149	133	127	134	648	5
10	Reusable contents search engine (rights)	96	154	142	136	119	647	6
1	Europeana search and content widget	125	162	99	133	125	644	7
5	Local data for reusers (via an API)	120	153	131	121	100	625	8
8	Europeana game for children	132	141	118	121	100	612	9
3	New dynamic interface to Europeana	117	124	111	104	153	609	10
12	Crowdsourcing accessibility descriptions	87	151	104	127	135	604	11
11	Local data mining service	102	154	99	101	90	546	12

NAF (Novelty-Attractiveness-Feasibility) service ranking exercise

A second scoring exercise was then introduced for purposes of comparison, using a more general set of criteria. The group again worked in pairs and each service on a scale of 1-10 against each of the three new criteria, using the following format.

	Novelty	Attractiveness	Feasibility
Service idea			

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Service idea			
Service idea			

Key:

1. Novelty - How novel is the idea? If it isn't novel for this situation, it probably isn't very creative.
2. Attractiveness - How attractive is this as a solution? Does it completely solve the problem? Or is it only a partial solution?
3. Feasibility - How feasibly is it to put this into practice? It may have been a really attractive solution to use a time machine, but is it really feasible?

The following were the results of this exercise

							Total	Pos
4	Digital storytelling engine	18	24	28	25	20	115	1
7	Geocoding tool	17	24	26	20	23	110	2
9	Contests published to Wikimedia Commons	19	25	20	20	25	109	3
1	Europeana search and content widget	17	23	26	18	23	107	4
3	New dynamic interface to Europeana	20	26	24	17	18	105	5
12	Crowdsourcing accessibility descriptions	20	18	28	18	17	101	6
2	Integrated search of library cats/Europeana	17	21	21	19	21	99	7
5	Local data for reusers (via an API)	16	23	27	15	18	99	8
6	Crowdsourcing tools	15	23	27	19	15	99	9
10	Reusable contents search engine (rights)	19	23	21	19	17	99	10
8	Europeana game for children	12	25	24	19	13	93	11
11	Local data mining service	17	18	19	14	21	89	12

2.5 Conclusions from these exercises

The discussion which followed the scoring exercises identified the following factors:

- Services 1 *Europeana search and content widget* (ranked 7 and 3) and 2 *Integrated search of library catalogues and Europeana* (ranked 3 and 7) respectively in the two exercises, could be developed using the Europeana API and therefore might be considered together
- Service 4 *Digital storytelling engine/building on existing stories* (ranked 5 and 1) would be developed in any case under Europeana Awareness WP2.
- Service 6 *Crowdsourcing tools – tagging (names, categorisation)* (ranked 2 and 7=) and 7 *Geocoding tool* (spatial, temporal annotation (ranked 1 and 2 - and therefore the most popular choice), might be both considered as subsets of crowdsourcing tools and might be addressed together. Service 6 might in any case be linked to the digital storytelling platform.

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- *Service 9 Contests published to Wikimedia Commons* (ranked 3 and 4) would probably be developed in any case under WP2, within which two types of events will take place in relation to Wikimedia:
 - GLAM-Wiki events (conferences, seminars, but also Edit-a-Thons);
 - A European WikiLovesPublicArt campaign and photo contest. Similar to WikiLovesMonuments.

The question was therefore raised whether all of the above services could be made available to public libraries during the course of the project?

2.6 Business goals and user goals for leading candidate services

Finally, as a prelude to the development of requirements by the Europeana technical team the group was asked to answer two important questions as clearly as possible:

- What do we as a 'GLAM' want to accomplish by using Europeana widgets and content in our services that we couldn't accomplish without them?
- What do we as a 'GLAM', using Europeana widgets or content, want to offer our users that we couldn't offer them without?

Participants elected to address these questions in plenary session and the following bullet point summary was the result. It was agreed that further discussion and clarification would be needed at the planned second specification workshop.

Service 1 Europeana search and content widget and Service 2 Integrated search of library catalogues/Europeana

Business goals

- Renewed role for public libraries in digital world
- Relevant content
- Contextualisation/enriching
- Show public libraries as part of European network
- Affiliation with Europeana

User goals

- Integration of content sources
- Discovery of content
- Easy, fast (one-stop) access

Service 4 Digital storytelling engine

Business goals

- Inclusion of local community
- Develop creative skills
- Represent locality, internationally
- Collecting content

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User goals

- Local agenda setting/politics
- Discover stories
- Nurture sense of place
- Participate in creation of local history
- Interaction within community
- Individual contribution to Europeana

Service 6 Crowdsourcing tools and 7 Geocoding tool

Business goals

- Content enrichment for discoverability
- Social engagement
- User assistance (to reduce process costs)
- Attract expertise from community
- Increased visibility/profile

User goals

- Altruistic contribution
- Personal profile/visibility

Service 9 Contests published to Wikimedia Commons

Business goals

- Visible partners of Wikimedia (like museums)
- Maintain public library identity (nib risk foreseen here)
- Collecting content
- Engagement with local community
- Increasing use/users

User goals

- Media visibility
- Showcasing photographic skills
- Participation in an international event
- Have fun
- Contribute to Wikimedia
- Exposure for locality.

3 The second specification workshop

This event was held in The Hague, 24 June 2012

Its main objectives were to determine

- Whether it is feasible for all services/tools from the selected list to be developed or only one or some of them, if so which?
- How to deliver a plan to Europeana in order that they could write the requirements.
- How precisely the proposed tool delivery scheduling in WP2 dovetails with the proposed delivery dates in WP3, especially as it affects the role of public libraries

The workshop involved technical/operational staff of Europeana, in addition to technical staff from public libraries in WP3 and representatives of WP2. The participants were:

- Maarten Brinkerink (Beeld en Geluid)
- Rob Davies (MDR)
- David Haskiya (Europeana Foundation)
- Lizzy Komen (Europeana Foundation)
- Mary Rowlatt (MDR)
- Marcin Werla (PSNC)

The Programme for the event forms Annex 2

3.1 Initial requirement scenarios

These were developed during the workshop for each of the identified services or groups of services.

Crowdsourcing tools – tagging (names, categorisation)/ Geocoding tool

A.) I am a **local historian** and I want to contribute my personal knowledge about a monument or building) in my village and what happened in relation to it.

- I would like to make Europeana a more valuable source of information about my city.
- The types of things I have to contribute include:
 - more accurate specific facts,
 - translation of existing descriptions into my own language (s)
 - stories and contextual information
 - more representations of the object and relations to other objects.

B.) I am a **librarian** and I would like to facilitate the local community in improving representation of regional information and specific objects by enriching what is in in Europeana

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Digital storytelling engine/building on existing stories

- I want to add my own experiences to Europeana by constructing a digital narrative consisting of a personal view and connecting it with existing content.
- I want to share my story with everyone through my regular online channels.
- I want to be able to control whether my real name is displayed alongside the information I have contributed.

Results of contests published to Wikimedia Commons

- I am a **librarian** and I see a role for my library in facilitating local community in improving representation of regional information/specific objects, by....
-collaborating with local Wikimedians, by adding new objects or information in order to improve the information available about my locality on Wikipedia or other wiki projects that can also be found in Europeana.
- People using the service must be made aware of the licensing arrangements applicable to use/re-use.
- I want my library to be attributed within Wikimedia commons for having participated in this activity.

Europeana search and content widget/ Integrated search of library catalogues and Europeana

A.) I am a **teacher** who wants material for a lesson about the Olympic Games.

- I also want the students to be enabled to choose their own materials for an activity related to the Olympics.
- The students will give a multi-media presentation in class.
- I plan to guide the students to use a catalogue or search service which includes content from Europeana.
- I am based in a part of London which is very multilingual.
- I have a time constraint of three weeks for the whole activity from beginning to end.

B.) I am a 15 year old **student** who needs to find material for an assignment about the Olympic Games.

- I need to create a multimedia presentation to give in class.
- I have been given two weeks to complete this assignment
- My teacher has directed me towards a local public library online search service.

C.) I am a **librarian** who wants to be able to support the information retrieval needs of local schools.

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- Since my catalogue contains mostly non-digital materials I would like an authoritative resource of digitised materials.
- I would like to make it easier for my users to find a broader range of authoritative content online.
- I would like this be available both to people who want to find information on a subject or topic or an individual known author or title.
- The resulting output from Europeana needs to conform to the existing look and feel of my catalogue.
- I am not a developer but fairly comfortable on the web. My library doesn't have anyone with developer skills.

It was agreed that Europeana Foundation would write first draft of requirement documents for each candidate service during August 2012 and that these would then be circulated for comment to the 'core' library partners in Europeana Awareness. By the end of the first week of **October** 2012, Europeana Foundation would reach a decision on what can be achieved by the end of December 2012, including possible customisation of search widgets to be able to fetch and filter on page html elements of the host site e.g. search string or author name.

The feasibility forecast arrived at during these discussions indicated that re-use widgets are potentially the most fruitful way forward where reasonable confidence could be extended that solutions that would work for libraries as well as other user groups. The digital storytelling application also developed in WP2 could be delivered as widgets for use by Public Libraries and others to create stories with local flavour.

There was also agreement on the considerable potential the most commonly used OPAC software and CMS, for development outside of the Europeana development team making use of a well-functioning Europeana API.

Further consideration was needed on the best way of working the Wikimedia Community on local competitions, where some tool support already exists. It might be preferable to focus on developing Europeana's ability harvest specific categories of this type of content from Wikimedia Commons (a potential focus of other forthcoming activities and projects).

The Europeana workshop at the Burgos conference would then be used to identify libraries which would:

- test WP2 storytelling tools
- host a GLAM wiki events(M8-24) (one library only)
- act as community collection points
- opt to implement one or more of the 'services'

The estimated timetable for delivery by Europeana was:

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31 January 2013	Europeana search widgets delivered.
February 2013	Prototype WP2 storytelling widget available (Final version M30).
March 2013 (dependent on the priorities laid down in the Europeana Business Plan for 2013y)	Tagging/geotagging tools delivered by Europeana.

4 Factors and considerations relevant to service requirements

4.1 Search Widgets vs API-implementations?

The Search Widgets and API-implementations are complementary products, not competing products.

- Search Widget: Appropriate where there is no access to (or budget for) developers at all, but the institution wants to offer its users the ability to search in or see related content from Europeana. The widgets will actually be developed on top of the API
- API-implementation: Where the institution has access to developer resources and wants to seamlessly include Europeana content in its own service.

A middle-ground between the two options is to use a collection/content management system with a Europeana API component, e.g. VuFind²

4.2 Re-use widgets and Embed features - Concept and Requirements

4.2.1 The GLAM business case

- Search widget: To give users access to all of the Europeana content from within the institution's website, with little or no programming
- Item widgets: To put the institution's content in the user's workflow and allow users to engage with its content via Europeana
- Increase the institution's brand awareness
- Increase referral traffic
- Increase incoming links and page rank (SEO)³
- Measurable metrics of success:
 - Views
 - Referral traffic
 - User satisfaction (survey)

4.2.2 The end-user perspective

- Search widget: the user wants to be able to find content they are looking for in the site they usually use for search, rather than to search both that and Europeana. Users may have limited awareness of Europeana.

²<http://vufind.org/>

³<http://searchengineland.com/guide/what-is-seo>

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- Item(s) widget(s): the user wants to be able to share and comment on objects they find interesting or worthy of attention. Amateur curation (pinboarding, scrapbooking, etc.) is increasingly popular
- Wikikit!-bookmarklet: Wikipedians want to be able to upload a Europeana object to Wikimedia Commons with one click

4.2.3 The Europeana business case

- To put Europeana content in the user's workflow
- With retained provenance and link-backs
- In order to do what is needed to make it as easy as possible for other sites to re-use Europeana content
- Every embed and many of the widgets mean incoming links and a boost to referral traffic and Europeana page rank (SEO)
- To allow users to truly engage with the Europeana content they need to be able to "make it their own"
- Allow for and encourage curation
- Measurable metrics of success:
 - Number of embeds/widgets in use
 - Referral traffic from embeds/widgets
 - Full object views in embeds/widgets
 - User satisfaction (survey)
 - Number of incoming links

4.3 Types of Widgets and Embeds to develop

- Embed item(s)
 - Already available in the Europeana Exhibitions. [Example item that can be embedded.](#)
- Logo Search Widget and Logo with a Link
- Search Widget (improved)
- Related Content Widget
- Content- and Collection Management System modules/ plug-ins

4.4 Search Widget and Related Content Widget

- The Search Widget is aimed at website owners who want to offer results from Europeana in parallel to results from their own database. Website owners can be GLAMs. Website owners can be individuals with a special interest
- The Related Content Widget is for website owners who want to offer items from Europeana that are related to the item from the owners own website that a user is currently looking at. Website owners can be GLAMs. Website owners can be individuals with a special interest.

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- The Logo Search Widget and Logo with a Link are for partners who want to offer the simplest search function possible

4.5 Use Case for Search Widget and Related Content Widget

I am a librarian and I want to be able to support the information retrieval needs of local schools. Since my catalogue contains mostly non-digital materials I would like an authoritative resource of digitised materials. I would like to make it easier for my users to find a broader range of authoritative content online. I would like this be available both to people who want to find information on a subject or topic or an individual known author or title. The resulting output from Europeana needs to conform to the existing look and feel of my catalogue. I am not a developer but fairly comfortable on the web. My library doesn't have anyone with developer skills

4.6 Requirements

4.6.1 website owner perspective

- Easy to create
- Clear call to action
- No log-in/registration required unless absolutely necessary
- Configurable in functionality and content
- But default settings present (see Easy to create)
- Configurable in layout and look and feel
- UI Language
- Layout/Size
- Colour
- Branding (the Europeana to be unobtrusive, their own to be present)
- Easy to paste in
- No iframe based solutions

4.6.2 widget end-user perspective

- Easy to use
- Look as if it's a natural part of the host website
- Attractive and snackable content
- Clear provenance of served results

4.6.3 Europeana data provider perspective

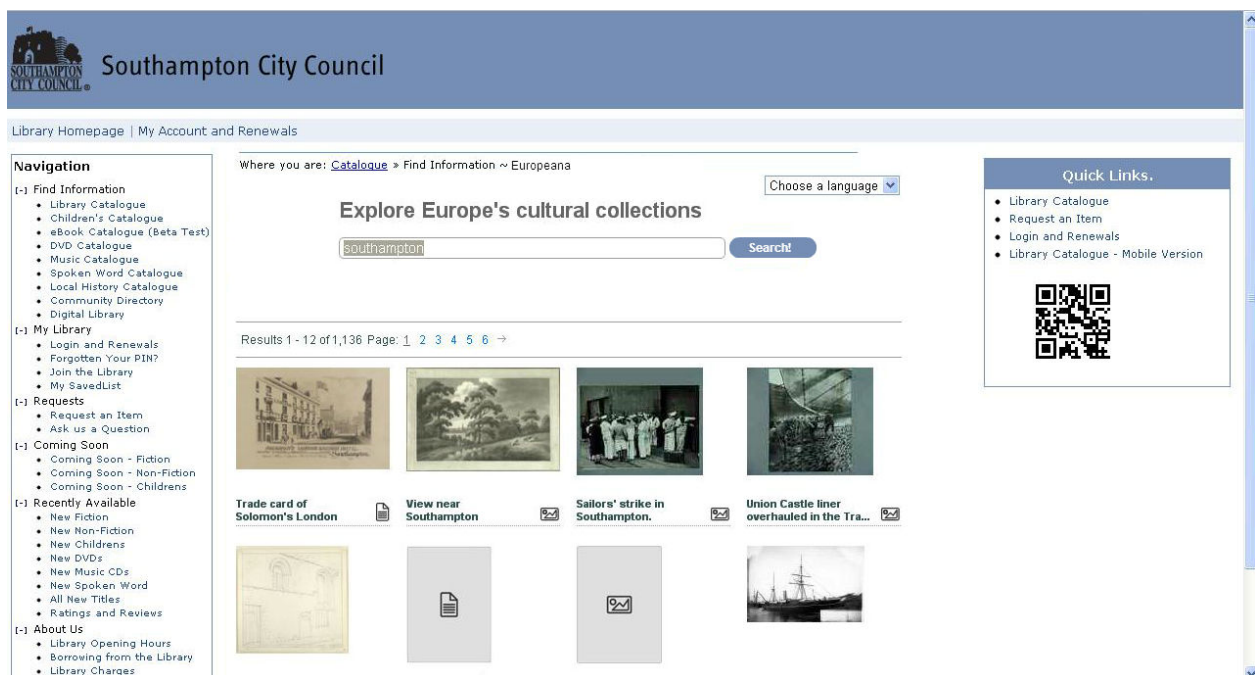
- DEA compliant
- Clear provenance of content served
- Increased awareness of their brand
- Name and logo
- More traffic to their sites
- Europeana specific campaign codes on the links to their sites

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- More views of their content in Europeana and in general
- Include metrics on off-site views of their full object content in future Europeana stats dashboard

4.6.4 Europeana perspective

- Usage trackable
- Campaign codes on incoming links to Europeana
- Trackable re-directs to providers' sites
- Use API logging
- Plug to Google Analytics if possible
- Improve the Europeana brand profile
- Drive traffic to the portal
- Drive traffic to the providers
- Europeana campaign code so we get the credit
- Comply with the DEA



Mock-up of search widget in the Southampton Public Library site

<http://library.southampton.gov.uk/cgi-bin/spyus.exe/MSGTRN/OPAC/BSEARCH>

- When the user is looking at a book by author X, such as Charles Dickens, the widget shows works in Europeana by that author
- Clicking a book in the carousel opens a new window taking the user to that object in the Europeana portal
- This related objects widget has been configured to populate itself by querying the Europeana API with the parameter "who: [Author field value]"

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- This has to be configured when the widget is created and with correct usage and knowledge of the hosting pages HTML-structure
- It then has to be added to the host sites page template
- Depending on the software the host search service is based on this will vary in difficulty. In most cases though it should be easier than doing a related content carousel by programming against the API.
- To see an example of a Europeana Search API implementation with nearly the exact same functionality as this widget go to:
http://discovery.dho.ie/navigation.php?navigation_function=2&navigation_item=cblhttp%3A%2F%2Fwww.cbl.ie%2Fcbl_image_gallery%2Fgetfile.ashx%3Fsize%3D1%26guid%3D8ae509e5-c7bd-4b4f-b477-52e047bbb0d3

4.7 Logo search widget



- A Europeana logo with a search field
- An alternative to a regular partner logo
- Can be created in the search widget wizard
 - Or made by Europeana and sent to partners
- Results are shown in the Europeana portal
 - So type “Rembrandt” and you get [this result](#)
- The result set can be filtered for content
 - E.g. to results from a specific data provider
- Logo style and tagline language can be chosen

4.8 Logo with a Link



- A Europeana logo with a search link to the search result for a specific provider
- Typically the hosting site’s Europeana contribution
- To be used as an alternative to a link that leads to the Europeana portal base-URL
- An example could be the EUscreen portal whose partner logo could lead to this result page rather than to the portal landing page
- We document and communicate how to make a link to your own search result

4.9 Requirements, Search Widget Configuration Wizard⁴

- Layout
- Width
- Number of search results
- Search results per row

⁴ A software wizard or setup assistant is a user interface type that presents a user with a sequence of dialog boxes that lead the user through a series of well-defined steps. [http://en.wikipedia.org/wiki/Wizard_\(software\)](http://en.wikipedia.org/wiki/Wizard_(software))

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- With or without search results (the latter equals Logo Widget)
- Look and feel
- UI Language
- Background colour
- Text colour
- Button colour
- Europeana logo colour (Black/White)
- Content filters
- Default keyword, Media type, Language, Providing country, Copyright, Provider, Data Provider
- Host site HTML-field use a search parameter
- Europeana campaign code so we get the credit
- Optional: Contact info, intended host domain URL
- The widget can be previewed before finalized

4.10 Requirements, Related Content Configuration Wizard

- Layout
- Width
- Number of related items to show (max 12 or 24?)
- Display style: Carousel (Coverflow, Grid, 3D-carousel)
- Look and feel
- UI Language
- Background colour
- Text colour
- Arrows colour
- Europeana logo colour (Black/White)
- Content filters
- Media type, Language, Date interval, Providing country, Copyright, Provider, Data Provider
- Host site HTML-field use a search parameter
- Optional: Contact info, intended host domain URL
- The widget can be previewed before finalized

5 Workflows

5.1 Search Widget Wizard Flow

Flow, page 1

- Choose Create Search Widget among the possible actions
- Add as menu choice in both the Portal and on Pro
- On the resulting Page 1, Content, of the wizard:
- Choose which Data providers to include content from
- Choose which Media types to include in search results
- Choose which Providing countries to include search results from
- Choose which Language of Content to include
- Add a (sticky?) default keyword
- Click Next

Flow, page II

- On Page 2 of the wizard (Layout and Language):
- Choose With search results or Without search results
- Choose user interface language
- Choose width in pixels
- Choose number of items to display per page (6/12/24)
- Choose number of items to display per row
- Click Next
- Or click Previous to return to Page 1

Flow, page III

- On Page 3 of the wizard (Colour and Branding):
- Choose background colour (Palette of web safe colours)
- Choose text colour (Palette of web safe colours)
- Choose button colour (Palette of web safe colours)
- Choose Powered by Europeana logo colour (Black/White)
- Click Next
- Or click Previous to return to Page 2

Flow, page IV

- On Page 4 of the wizard (Preview and Finalization):
- Preview and test
- Supply hosting site domain and contact e-mail (Optional)
- Agree to Terms of Use
- Receive the Search Widget code snippet
- Click Done

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- Or click Previous to return to Page 3

5.2 Related Content Widget Wizard Flow

Flow, page I

- Choose Create Related Content Widget among the possible actions
- Add menu choice to Portal and Pro
- On the resulting Page 1, Content, of the wizard:
- Choose which Data providers to include items from
- Choose which Media types to include in results
- Choose which Providing countries to include in results
- Choose which Language of content to include
- Click Next

Flow, page II

- On the resulting Page 2, Layout and Style, of the wizard:
- Choose width in pixels
- Choose number of items to display (6/12/24)
- Choose display mode (horizontal carousel, vertical carousel)
- Choose Powered by Europeana logo colour
- Choose Navigation arrow colour
- Click Next
- Or Previous to return to Page 1

Flow, page III

- On the resulting Page 3, Parameter configuration, of the wizard:
- Choose HTML-field to use as the in-parameter for the widget
- Choose whether the parameter should be added to a Title query or Who query
- Click Next
- Or Previous to return to Page 2

Flow, page IV

- On Page 4 of the wizard (Preview and Finalization):
- Preview and test
- Supply hosting site domain and contact email (Optional)
- Agree to Terms of Use
- Receive the Search Widget code snippet
- Click Done
- Or click Previous to return to Page 3

6 CMS with Europeana API components

(These should all be encouraged to upgrade to using the new version of the API).

- Joomla
 - Prototype: [Very advanced and powerful search module](#)
- Drupal
 - [Search and object display](#)
- Wordpress
 - Unpublished: Sidebar (manual) search
 - Prototype: [Share What You See object embed widget](#)
- VuFind
 - [Sidebar search results](#)
- Omeka
 - Prototype: [Including objects in tours through exhibitions](#)
- Plone
 - [Freertext search including full object display](#)
- Popcorn.js
 - [Object display, manual authoring](#)

Annex 1 – First specification workshop programme

Session 1 – identification and organisation of ideas

9.45 Introduction: what we are trying to achieve, results of early thinking (Rob Davies, MDR)

10.00 Major categories of digital service in use by public libraries: results of desk research (Mary Rowlatt, MDR)

10.20 The Europeana Business Plan 2012 (Lizzy Komen)

10.40 The Europeana API: what it is capable of doing and implementations to date (Marcin Werla, PSNC)

11.00 Break

11.30 Public libraries as UGC collection points in Europeana Awareness (Maarten Brinkerink, Sound & Vision)

Discussion

12.00 Presentations/demonstrations of ideas from external experts

- o Runar Bergheim, AVINet, Norway
- o Brian Kelly, UKOLN, UK
- o Remote presentation from DOKLAB, Netherlands

13.15 Discussion

14.00 Lunch

Session 2 - Listing service ideas and selection criteria

15.30 Building up a set of criteria to select a particular service: structured exercise

16.15 Making a list of potential services

17.00 Close of day

Day 2

Session 3 - Service selection

10.00 Selection of service(s) for requirements specification: structured exercise

11.00 Discussion and agreement on service to specify

11.45 Break

Session 4 – Specifying the service requirements

D3.1 Public library service definitions and requirements

12.00 What Europeana needs to know from us in order to specify service requirements (Lizzy Komen)

- business goals
- user goals

12.30 Group work: drafting business and user goals

13.30 Presentation and discussion

14.00 Round up on where we stand/next steps.

- Do we need a second workshop?
- Public libraries conference in Burgos, October 2012

14.30 Meeting ends

Annex 2 - second specification workshop programme

11.00 Review of candidate services identified at the Madrid Workshop (Rob Davies)

- Background to general requirements for Europeana-public libraries interaction
 - Outline of candidate services and selection process
1. Crowdsourcing tools – tagging (names, categorisation)/ Geocoding tool
 2. Digital storytelling engine/building on existing stories
 3. Contests published to Wikimedia Commons
 4. Europeana search and content widget/ Integrated search of library catalogues and Europeana

11.30 Approach to requirements specification by Europeana (David Haskiya)

- What, if anything, differentiates specific requirements of public libraries in WP 3 from generic requirements on the Europeana portal and re-use services.

12.00 Relevant services and tools being developed in WP2 and timings of availability (Maarten Brinkerink)

12.30 Role of the API (Marcin Werla)

13.00 Lunch

14.00 Definition of key requirements for each candidate service, means of delivery, identification of constraints (structured discussion, 30 mins per service)

- Challenges associated with searching Europeana content alongside public library content

16.00 Break

16.30 Agreement on feasibility of delivery and timings of availability for the candidate services (in relation to the project deadlines)

- Proposed timetable for testing of pilot and implementation of pilot services by 'core' partner libraries b) 100 library network

17.00 Next steps and responsibilities

- Confirming candidate libraries
- Further information/consultations needed (e.g. library system suppliers?)
- Requirements specification
- Burgos conference

17.30 Close