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C.2 Users and usage report M10

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¹ <https://pro.europeana.eu/project/europeana-dsi-4>

TABLE OF CONTENTS

1. Executive summary	4
2. Introduction	5
3. Data collection methods	6
4. Audiences	6
5. Users and usage analysis	7
5.1 Traffic to Europeana Collections	7
5.1.1 Traffic sources	8
5.1.2 Geographic distribution of users	13
5.2 User return rate to Europeana Collections	14
6. Conclusion	15
Annex: Europeana Personas	17

1. Executive summary

Usage statistics show that traffic to Europeana Collections increased over time. Overall, we can see an increase by 12.15% from Q1 2018 (1,162,081 total traffic) to Q1 2019 (1,303,271 total traffic). Main source of traffic remains organic search with multiple niche searches. This is a sign of a long tail-traffic in which we have a limited influence.

Particularly successful in generating traffic was the curated content such as blogs and exhibitions. Exhibitions generated traffic from organic search, confirming our efforts towards Search Engine Optimization (SEO) of curated content. Curated content was particularly successful as part of the seasonal campaign and its promotion on social media. Promotion on social media not only generated traffic to Europeana Collections, but also achieved high engagement of cultural heritage material on the platforms themselves.

We can also see a lot of potential for the education market to generate traffic to Europeana Collections with more educational platforms referring to our content. This points to the success of our outreach activities which introduce Europeana Collections as a resource for educators.

EF aims at reaching a user return of 30% on Europeana Collections and currently has a user return rate of about 13%. Usage statistics show that we are slowly converting new users into returning users - 0.2% of our users converted from new users to returning ones (comparing Q1 2018 and Q1 2019). Our aim is to see a steadily growing user return rate from year to year. We can see that more users are adopting the habit of visiting Europeana Collections on a regular basis. This speaks to an increase in value that Europeana Collections provides in people's daily lives.

2. Introduction

Europeana Collections is Europeana's main service for end-users to access content. Europeana Collections with its twelve thematic collections (e.g. Europeana Art, Europeana 1914-1918, Europeana Fashion, Europeana Music) provides access to the full Europeana dataset (ca. 58 million items) via its search functionalities (search box and filters) and curated access to high quality content via browse entry points, exhibitions, and galleries.

We have several mechanisms in place to understand who our users are (e.g. user research on user groups) and to evaluate the usage of the platform, including performance indicators (e.g. number of visitors, retention of visitors). We also look at direct user feedback and undertake usability studies to find out where users are experiencing difficulties with Europeana Collections, with the aim of improving the platform over time.

Overall, the current users seem to receive Europeana Collections positively. A high level measurement that we use to track general user satisfaction with Europeana Collections, the NPS score, showed a very good score of 39² on the question: 'How likely are you to recommend Europeana to a friend or colleague?' As the evaluation of Europeana Collections shows, users appreciate the diversity of the content on Europeana and its attempt to provide reliable information on for example copyright. Other feedback is more critical. A lot of the critical feedback pertains to the quality of data (broken links, missing titles, etc). Data quality improvement is a key objective of Europeana DSI-4.

We measure success of Europeana Collections by looking at two Key Performance Indicators (KPIs): number of visits and percentage of returning visitors. In the following document we investigate what we can learn from usage patterns, with two specific objectives - we aim to:

1. increase the traffic to Europeana Collections measured in number of visits, and
2. increase the user return rate to Europeana Collections measured in the number of returning visitors as a percentage of the total over time.

² Measured in December 2018. A NPS that is positive (e.g. higher than zero) is felt to be good while an NPS of +50 is excellent.

3. Data collection methods

For the evaluation of the usage of Europeana Collections this report draws from data available via Google Analytics³. The data looked at excludes Europeana offices IP addresses based in The Netherlands (filter view) to allow for little deviations as possible (as of use by Europeana staff during maintenance and development).

We refer to relevant user research activities we have done over the past couple of years. Our tools include: user interviews, surveys, usability tests on low fidelity prototypes, and heatmaps to monitor interactions on Europeana Collections.

4. Audiences

Europeana Collections has four main target audiences, namely teachers, researchers, cultural enthusiasts, and API users which are documented in the form of 'Personas'⁴. These can be found in the [Annex](#). The personas were updated for the last report (January 2019).

This reporting period, we did some further testing to understand how teachers would prefer to browse our collection of items. Currently the website is focused on search as the primary call to action. This is good for people who know exactly what they are looking for. For users who would like to browse and become inspired by discovering items the prominent search box can be intimidating. To cater for the inspirational audiences we are developing a browse functionality where people can discover items by subject, person such as artist, painter, musician and eventually by country, city and time period. To ensure our designs fit the needs of our users we performed a first round of user testing with teachers. The purpose of this test was to see how teachers would interact with the browse functionality, how they expect to browse, how they interpret the navigation labels, and their overall engagement with Europeana Collections. See the test questions and the results here⁵.

Based on the test, we can conclude that we need to limit the amount of information we provide for the description of subjects, blogs, exhibitions and items visible in list views. There is a tendency to provide a rich description here to give the user the maximum amount of information to make a choice. In reality this hinders the user since the amount of information is overwhelming. It requires the user to take more time to read all the

³ <https://analytics.google.com/analytics/web/>

⁴ "Personas" are a tool designed to help product teams to empathize with their users and consider their needs when designing the interface and developing the functionalities that determine the user experience of Europeana Collections.

⁵

https://docs.google.com/presentation/d/1zyglReH3aaDU45i9Vmifv5HBH_S9JV0RzuEmFNFUY0/edit#slide=id.g59b07f8e57_0_17

descriptions in full before they can decide where to click. This slows down their journey and frustrates the user. We can also conclude that teachers know what they are looking for and are therefore more interested in functionalities that narrow down the results. This target audience is less interested in browsing our collection for inspiration and would be more inclined to use our search functionality than our browse functionality.

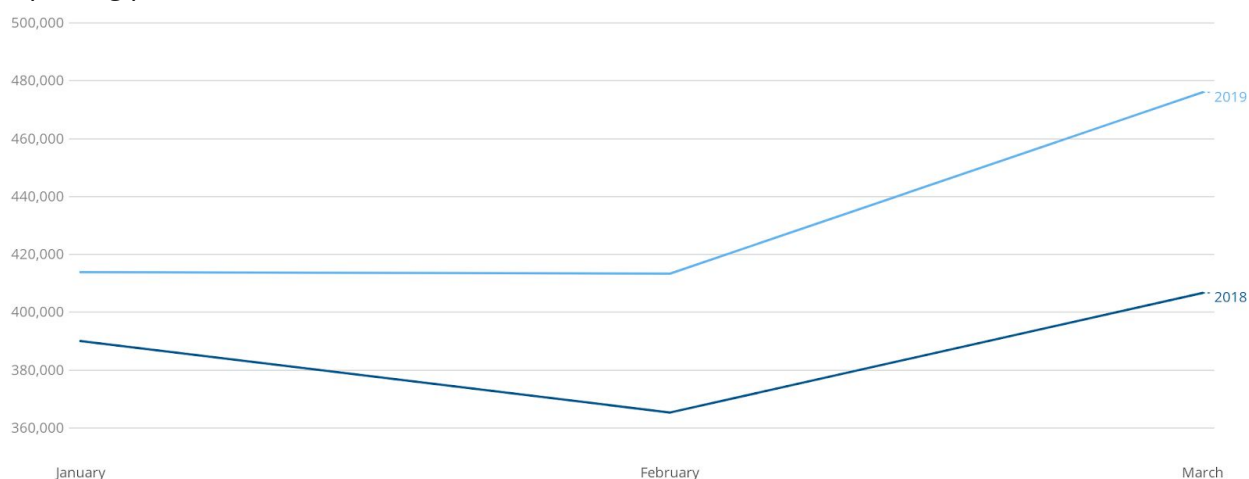
5. Users and usage analysis

This analysis will look at metrics related to traffic and user return rate of Europeana Collections. To get an overall impression of performance over time, we will analyse the results from Q1 2019 (1 January - 31 March) in comparison with Q1 2018 (1 January - 31 March).

5.1 Traffic to Europeana Collections

EF is aiming at reaching 500,000 monthly visits to Europeana Collections (including the Europeana blog and the Transcribathon website).

Traffic to Europeana Collections, Europeana blog and the Transcribathon website comparing two reporting periods (Q1 2018 and Q1 2019)



While we are not yet reaching the KPI of 500,000 monthly visits, our results are already significantly better than the number of visits we received in Q1 2018. Overall, we can see that the traffic increased by 12.15% from Q1 2018 (1,162,081 total traffic) to Q1 2019 (1,303,271 total traffic).

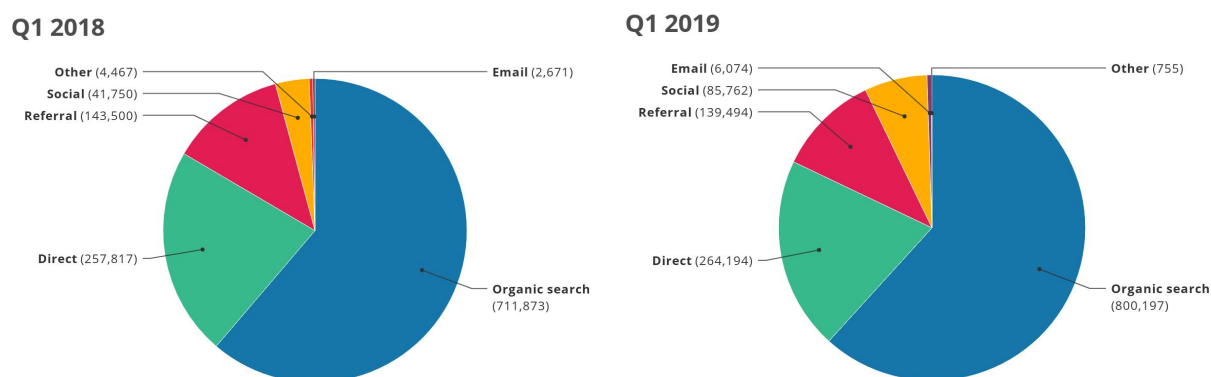
Between mid-January and March 2019 Europeana published the online exhibition *Pioneers* and ran several Women's History Month activities. The exhibition generated 27,554 visits

between 18 January and 31 March 2019 while other editorial outputs: blogs and galleries generated 31,749 visits.

5.1.1 Traffic sources

Traffic to Europeana Collections comes from five primary sources: organic search (via search engines), referral (visits coming via links on other websites), direct (people directly typing the url in the browser or using bookmarks), social (from social media platforms), and email (from newsletters).

There was an increase of traffic across all sources except of referral between Q1 2018 and Q1 2019.



Sources of traffic to Europeana Collections, Europeana blog and the Transcribathon website comparing two reporting periods (Q1 2018 and Q1 2019)

	Q1 2018	Q1 2019	Change
Organic search	711,873	800,197	+12,4%
Direct	257,817	264,194	+2,5%
Referral	143,500	139,494	-2,8%
Social	41,750	85,762	+105,42%
Email	2,671	6,074	+127,41%
Other	4,467	7,550	+68,9%
TOTAL	1,162,081	1,303,271	+12,15

Organic search

A visit is considered to come from organic search if a user arrives at our website via a search engine with keywords (unpaid search). Google Analytics automatically recognises the most popular search engines, and attributes traffic to these sources. Almost all traffic via organic search with 98.63% comes from Google. In the interest of protecting the privacy of the users, Google provides very limited insights concerning the keywords bringing people to Europeana.⁶

Comparing traffic via organic search of Q1 2018 with Q1 2019 we can see an increase of 12.4%.

The landing pages through which the searchers enter the page can be a good indicator of what the searchers are interested in:

TOP 10 landing pages accessed via organic search

TOP 10 landing pages	Q1 2018	Q1 2019
1.	/portal/en	/portal/en
2.	/portal/es	/portal/es
3.	/portal/fr	/portal/it
4.	/portal/it	/portal/fr
5.	/portal/de	/portal/de
6.	/portal/en/exhibitions/baroque-and-enlightenment/art-and-enlightenment	/portal/pl
7.	/portal/pl	/portal/nl
8.	/portal/nl	/portal/en/exhibitions/baroque-and-enlightenment/art-and-enlightenment
9.	/portal/nl/record/2023702/FE7AA28A700546D4CED3DF5CBD8CB9C7AE3B2BE2.html ⁷	/portal/es/exhibitions/european-sport-heritage/deportes-europeos
10.	/portal/pt	/portal/pt

Both in 2018 and 2019 the majority of top 10 landing pages via organic search were the different language version of the Europeana Collections homepage. This suggests that the

⁶ More information: <https://analytics.googleblog.com/2011/10/making-search-more-secure-accessing.html>

⁷ A record that existed and was popular in 2018 but since then got depublished or the link has changed with no redirect.. Because of this, we're not able to retrieve more information about this record.

used keyword via search engines was 'europeana' with spelling variations and in different languages. The other top results lead to the exhibition chapters, confirming the Search Engine Optimization (SEO) potential of the curated content. As for every piece of curated content created, we do a keyword research and optimise titles, we expect that more content will achieve a more prominent position in Google search results over time. It's also worth mentioning that the increased interest in the European sports and sport heritage has an opportunity to be addressed through the sports season planned for the next year.

In this period users landed on 171,283 different pages, as a result of multiple niche searches. This is a sign of a long tail-traffic on which we have a limited influence. The diversity of interest of our users makes it difficult for us to see trends. We are currently working on an elaborated browse experience based on entities. On one hand, it will enable a better classification of the content. On the other hand, it will hopefully provide more opportunities for observing trends and as a result, optimizing the user journey.

Direct traffic

A visit is considered to be direct traffic if a user directly typed an Europeana Collections related URL, or if he had bookmarked the site. We've observed a slight increase in direct traffic (2.5%) which translates into an increase of 6,377 visits.

While on Europeana Collections as a whole, direct traffic represents 20,2% visits, this proportion is higher for the visitors of curated sections of the website: 24,3% for galleries, 24,8% for the exhibitions and 39,4% for the thematic collections.⁸ This suggests that direct visitors are more likely to come for content on a specific theme or format they're interested in.

Referral traffic

A visit is considered to come from referral traffic when a user is referred from another site to Europeana Collections. Comparing Q1 2018 with Q1 2019 we can see a decrease of 2.8%. The biggest impact on the referral traffic in 2019 was the removal of Europeana Collections from the Creative Commons Search engine due to the Right Statements Accuracy issues (2,029 visits in 2019 versus 8,162 in 2018 - over 75% drop). Yet, we are experiencing an increase in traffic from other sources:

TOP traffic sources via referral traffic comparing Q1 2018 and Q1 2019

	Q1 2018	Q1 2019	Change
noticias.universia.es	4,390	6,710	+52.85%
omnia.ie	1,158	4,420	+281.69%
europeanschoolnetacademy.eu	185	2,881	+1,457.30%

⁸ Which also means they're of a higher quality

classroom.google.com	886	1,661	+87.47%
padlet.com	105	1,314	+1,151.43%
pix-geeks.com	701	1,063	+51.64%
wtg-gniazdo.org	837	1,029	+22.94%
commons.wikimedia.org	426	691	+62.21%
futurelearn.com	82	298	+263.41%
openculture.com	109	356	+226.61%

This year we also started getting referrals from new sources:

New top traffic sources via referral traffic in Q1 2019

	Q1 2019
Adme.ru	2,107
Elpais.com	902
Catalogo.bnportugal.gov.pt	755
Trabajarporelmundo.org	736
Tusequipos.com	616
Gestion.pe	578

The new and growing referrals demonstrate two trends: an increasing amount of educators using Europeana Collections and the emergence of potential audiences speaking languages other than English, particularly Spanish. The new educational area on Europeana Collections will be an opportunity to continue encouraging educators to use the website and to optimise their experience. As for the multilingual audiences, they should be taken into consideration during our outreach and PR activities as well as through offering translations of the main editorial outputs. We also see referrals from news websites.

Social⁹

The traffic coming from social media doubled between Q1 2018 and Q1 2019 (105,42%), as a result of adjusting the editorial strategy and replacing year-long thematic campaigns by seasons. With the seasons, being closer related to the website and offering interesting curated and editorial content, we are able to use social media not only to showcase

⁹ Traffic from social media such as Facebook.

Europeana's content and encourage engagement on the platforms used by culture enthusiasts, but we can also use these platforms to generate traffic to Europeana. While at the moment social media generate around 5% of traffic, the potential is high and we expect an increase, especially during the seasons.

Visits to Europeana Collections from top 5 social networks comparing Q1 2018 and Q1 2019

	Q1 2018	Q1 2019	Change
Facebook	19,021	37,442	+96,85%
Pinterest	9,598	16,058	+67,31%
Twitter	4,403	3,871	-12,08%
Instagram/Instagram Stories	0	427	new
Vkontakte	372	355	-4,57%

The most social traffic comes from Facebook thanks to easiness of linking, various image options and easiness of providing content as well as advanced targeting and promotional options. On Facebook we can observe a decline of younger users and we plan to reach them through Instagram, aiming for both channels to grow further. In 2018 Twitter changed its purpose from social network to 'news and social networking service'. Since then, the conversations on the platform perform better than to generate traffic what explains the drop of 12,08%. Yet, we're planning to further develop our presence on Twitter to interact with audiences, especially the partner institutions, network members and various EU accounts. Pinterest attracts mostly the users interested in the visual aspect of the record and it's expected to grow with the increased amount of high quality content with thumbnails. Besides our own social media channels we started to receive traffic from VKontakte, a social media platform popular mainly in Russia, Belarus and Ukraine as well as traffic from Asian social networks such as Sina Weibo and Naver. This shows that Europeana Collections increases to be recognised outside of the European Union.

Most interaction with Europeana content is still taking place on the social platforms themselves. More information on social media engagement can be found in C.3 Content supply and reuse report (M10)¹⁰.

Email

While making our mailing list GDPR¹¹ compliant, we improved the UTM tracking¹² by introducing custom parameters, replacing the automatic tracking (unreliable due to a

¹⁰ C.3 Content supply and reuse report (M10) can be accessed on the Europeana DSI-4 project page in the document section. <https://pro.europeana.eu/project/europeana-dsi-4>

¹¹ General Data Protection Regulation (GDPR).

¹² Urchin Tracking Module (UTM) variants of URL parameters used to track the effectiveness of online marketing campaigns.

multiple email providers, apps and devices used) by custom UTM values. This made our email traffic better trackable which contributes to the growth 127,41% between Q1 2018 and Q2 2019.

5.1.2 Geographic distribution of users

To gain a better understanding of traffic to Europeana Collections we also looked at the geographic distribution of users. The graph below illustrates the top 10 countries from which users visited Europeana Collections.

Top 10 countries with most visits comparing Q1 2018 and Q1 2019

Top 10	Q1 2018	Q1 2019
1.	The Netherlands (125,266 visits=11.66%)	The Netherlands (119,564 visits=10,05%)
2.	Spain (99,146=9,23%)	Spain (109,302=9,19%)
3.	United States (107,997=10,05%)	United States (107,426=9,03%)
4.	Germany (87,218=8,12%)	Germany (100,560=8,45%)
5.	Italy (63,735=5,93%)	Italy (69,998=5,88%)
6.	France (52,637=4,9%)	France (48,922=4,11%)
7.	Poland (50,904=4,74%)	Poland (47,151=3,96%)
8.	United Kingdom (47,349=4,41%)	United Kingdom (44,145=3,71%)
9.	Sweden (31,610=2,94%)	Sweden (38,011=3,19%)
10.	Belgium (27,611=2,57%)	Denmark (28,712=2,41%)

Both in Q1 2018 and Q1 2019 the top 10 list consisted of nine EU Member States and the United States. The only change on the list is Denmark replacing Belgium on the 10th position in 2019. It's worth noting that with the exception of Norway and Austria, the top 10 countries generating visits are the same ones that provide the most content to Europeana:

Countries with highest amount of items on Europeana Collections

Country	Number of items
Netherlands	9,913,533
Germany	5,803,656
France	4,997,316
Spain	4,950,692

United Kingdom	4,882,591
Norway	4,861,317
Sweden	3,726,971
Poland	3,062,982
Italy	2,996,057
Austria	2,334,567
Denmark	1,646,498
Belgium	1,485,291

5.2 User return rate to Europeana Collections

EF is aiming at reaching a user return of 30% on Europeana Collections. Currently, we have a user return rate of about 13%. Users return to a website when they see value in the product for solving a need that they have and are incentivised to return by promotional activities and dynamic content. Our aim is to see a steadily growing user return rate from year to year showing us that our efforts are valued by our users and are drawing them to the website more frequently.

User return rate to Europeana Collections comparing Q1 2018 and Q1 2019

	Q1 2018	Q1 2019	
New users	842,748 (88.1%)	918,198 (87.9%)	- 0.2%
Returning users	113,876 (11.9%)	126,365 (12.1%)	+ 0.2%

In one year we gained 12,489 returning users on Europeana Collections which is equivalent to converting 0.2% of our users from new users to returning ones. In this period, besides the editorial activities mentioned above we also released the new item page¹³ design and the Newspapers Collection¹⁴. All these activities could have incentivised users to return to the website.

User retention

User retention measures the frequency by which users return to the website. In this case we are looking at the user retention for all our users (new and returning) on a monthly

¹³ For example:

https://www.europeana.eu/portal/nl/record/90402/SK_A_2860.html?q=vermeer#dclid=1559896653933&p=1

¹⁴ <https://www.europeana.eu/portal/nl/collections/newspapers>

basis starting from the acquisition date March 2019. It is at the moment unfortunately not possible in Google Analytics to compare user retention with the previous year.

User retention on Europeana Collections between March and May 2019

	Month 0	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6
All Users 875,238 users	100.00%	2.04%	0.84%	0.18%			
Mar 1, 2019 - Mar 31, 2019 328,889 users	100.00%	2.43%	1.27%	0.18%			
Apr 1, 2019 - Apr 30, 2019 271,954 users	100.00%	2.63%	0.32%				
May 1, 2019 - May 31, 2019 274,395 users	100.00%	1.00%					

In the last three months, around 2% of our users returned to Europeana Collections the next month, and around 1% the month after. A high user return retention rate is around 20%. It indicated that users are satisfied with the solution that the website provides and with the experience, the way the solution is provided. In the next report, we will provide a comparison with this period to see how our activities impact our user retention.

6. Conclusion

Over the past year we experienced an increase in traffic by 12.15% from Q1 2018 (1,162,081 total traffic) to Q1 2019 (1,303,271 total traffic). This might be caused to the organic growth of our overall collection of data and our editorial activities such as exhibitions and other editorial outputs such as blogs and galleries.


Looking at the traffic sources we increased our traffic from email and social media by over 100%. An increase in social traffic could be attributed to a change in our editorial strategy from year long campaigns to quarterly seasons. With the seasons, being closer related to the website and offering interesting curated and editorial content, we are able to use social media to encourage engagement on the platforms. The increase in email traffic is due to replacing the automatic tracking with custom parameters enabling us to identify how effective each communication activity was in referring traffic to Europeana Collections and adjust our activities accordingly. The drop in referral traffic is because we were excluded from the Creative Commons Search engine due to the Right Statements Accuracy issues (2,029 visits in 2019 versus 8,162 in 2018 - over 75% drop). We did increase the amount of referral traffic sources which are primarily education platforms. This points to the success of our outreach activities which introduce Europeana Collections as a resource for educators.

The geographic distribution of users that visit Europeana Collections is linked to the amount of data available from the country in our collection. Users might be most

interested in local data collections or also be aspired to the volume of data available and the promotional activities in those countries which point users to Europeana Collections.

It is inspiring to see that we are slowly converting new users into returning users. Since last year we gained 12,489 returning users which points to that more users are adopting the habit of visiting Europeana Collections on a regular basis. This speaks to an increase in value that Europeana Collections provides in people's daily lives.

Annex: Europeana Personas



Jenny 46 yrs

Teacher

Goals

What changes do we want to help the user make?

My goal is to motivate my young students to learn by creating connections with real life

Tasks

What tasks are carried out by the user?

- I use the search feature over thematic collections
- I use similar items feature to find other items
- I make sure the items I use are free to re-use
- I read the description of the items

The teacher

About Jenny

What does the user believe in?

- I am a secondary school teacher of physics, chemistry, mathematics
- I am very passionate about teaching my student
- I make sure my lessons are fun and interesting for the students
- I believe students are the future

Frustrations


Whats keeping the user from achieving their goal?

- I don't know if it's me who can't find it or if it doesn't exist
- I copy paste the URL in a word document to find it later
- I find the inconsistent structure of metadata to be troublesome
- I find unclear information on licensing to hinder my activity

Context of use

What does the user need from us?

- I require high resolution public domain content
- I need to have Science Thematic Collection
- I need to know the information on the rights of use
- I have found out about Europeana through social media posts



Lisa 37 yrs

Post doctorate

Goals

What changes do we want to help the user make?

Become a published author by finding and reusing specific items for my research

Tasks

What tasks are carried out by the user?

- I use the search feature over thematic collections
- I download and zoom in to images
- I use filters to refine my search
- I read the metadata and use images
- I use art, maps, manuscripts collections

The Researcher

About Lisa

What does the user believe in?

- I am writing a research paper on the specific topic she is passionate about. With a lot of care, she chooses the content for her research paper.
- In my free times she enjoys reading antique books online
- Sometimes I feel researching alone is a lonely job.

Frustrations

Whats keeping the user from achieving their goal?

- I am skeptical about the availability of the metadata
- I get inaccurate search results due to not having appropriate filters like date range
- I come across broken links so can't decide the information to be accurate and up to date
- The quality of metadata needs to be better

Context of Use

What does the user need from us?

- I need to be able to cite the records correctly
- More access to items licensed for reuse
- I need to know the provider, creator of the item
- I found out about Europeana from friends or colleagues
- I visit Europeana once/month



The Culture enthusiasts

Sam 32 yrs

Blogger

Goals

What changes do we want to help the user make?

To gain a wider perspective on the cultural heritage of Europe

Tasks

What tasks are carried out by the user?

- I use the grid and list view
- I copy the link to paste on social media such as Twitter
- I watch videos and search for items based on location
- I visit art, photography, music

About Adam

What does the user believe in?

- I look into Europeana to find an inspiration for my work
- I like to gain followers by sharing Europeana content on social media
- I want to gain a deeper understanding of European cultural heritage

Frustrations

Whats keeping the user from achieving their goal?

- I feel neutral about the trustworthiness of items
- To clear filters, I have to go back a page to start a search
- The search results are either too long or too little

Context of use

What does the user need from us?

- I require openly licensed items for reuse
- I search for specific contents
- I found out about Europeana via social media posts
- I visit Europeana once/month



The API users

Sam 35 yrs

Developer

Goals

What changes do we want to help the user make?

Become a creator of a meaningful app by using the records and APIs.

Tasks

What tasks are carried out by the user?

- Read the documentation
- Compare the results against collections
- Find ways to get help from the forum, customer support
- Use the console, examples, and requesting API key

About Sam

What does the user believe in?

- I like the challenge of creating something new. I work on my project side by side my full-time job
- I heavily depend on the documentation to guide me
- My API calls Europeana several times a day
- I use the Search and Record API

Frustrations

Whats keeping the user from achieving their goal?

- I feel the documentation is unclear and less detail-oriented
- I feel not having enough examples in the documentation makes things difficult
- I find continuously scrolling the long documentation tiresome
- No range search (eg 1800-1850) is possible for the historical time

Context of use

What does the user need from us?

- A simplified version of API would be useful, as the metadata are rather lengthy
- Avoid redundant depth of API (e.g. many arrays have only one data in [0])
- Order data in terms of guide, title, date to be understandable