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

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1. Executive summary

Number of visits is our key success metric for the Europeana website. When comparing the past two years, we saw a steady increase of traffic by 34% (equal to about 6.25 million visits in total). User return rate is another key metric we look at when we evaluate the success of the Europeana website. The overall % of returning users is slowly growing with small derivations between 11.5% and 13.7%. In November 2020, we received a good average satisfaction rate of 72% for the Europeana website.

Like we have seen in past C.2/C.3 deliverables, traffic coming from social media saw the highest increase in the past year (+ 115.69%). With the increased offer of interesting curated and editorial content as well as more multilingual content we were able to encourage engagement on the platforms themselves and also generated traffic to the Europeana website. Most successful were editorials that showed interactive content and activities that engaged users like the GIF IT UP competition. We also see that collaborations with third parties can have a high impact on outreach.

We saw increased interest in our API offers and also good usage of educational offers both on the Europeana website and partner websites European Schoolnet and Historiana. We evaluated the satisfaction rate of teachers using Europeana with a very good average satisfaction of 77%.

Note: this report provides access to a pilot for a usage statistics dashboard² showcasing metrics related to users and usage of the Europeana website. We are currently piloting the dashboard and feedback on the current set-up and any further improvements are very welcome. On the dashboard you can interact with the date ranges to see the data for the periods you desire and you can also see the comparison to the previous period.

² <https://app.databox.com/datawall/645d40debddc5f8a93b8566f9facbf1c05f802594>

2. Introduction

The Europeana core service platform (CSP) provides access to about 52 million digital cultural objects from thousands of cultural heritage institutions across Europe, operating as a multi-sided platform intending to create value for cultural heritage institutions and for end-users.

As an initiative of the European Union, and funded under the Connecting Europe Facility (CEF)³, Europeana DSI-4 is the project that operates the Europeana CSP. The service is provided by a consortium of 21 partners, coordinated by the Europeana Foundation.

This deliverable informs the reader about users and usage patterns of the Europeana platform and digital cultural content. Users engage with Europeana content mainly via the Europeana website, Transcribathon.eu, Europeana APIs and on external platforms (Europeana social media channels, partner websites). The document refers to our key audiences namely European citizens (cultural enthusiasts/casual users), education audiences (teachers), and API users.⁴

The assessment aims to learn whether current efforts are sufficient, very good or in need of improvement, and through which actions.

The report focuses its analysis on the past year (Feb 2020 - Jan 2021), while other reporting periods may be used (for example for metrics that are tracked cumulative as part of the Europeana DSI-4 metrics framework).

The C.2/C.3 Users and usage report is an iteration of previously submitted reports⁵.

³ <https://ec.europa.eu/inea/en/connecting-europe-facility>

⁴ Academic research audiences are excluded from this analysis as the highest priority of the Europeana Research initiative has changed from promoting the reuse of Europeana resources in mere research contexts, such as infrastructures and early-career scholars' projects, to capacity building in the cultural heritage sector.

⁵ Available on the Europeana DSI-4 project page in the section project documentation.
<https://pro.europeana.eu/project/europeana-dsi-4>

3. Europeana services

This chapter assesses users and usage patterns of the Europeana platform and includes our main user facing products: the Europeana website, Europeana APIs and Transcribathon.eu.

3.1. Data collection methods

For the evaluation of users and usage data for the Europeana website this report draws from data available via Google Analytics⁶. For Transcribathon.eu we use Google Analytics as well as a site specific system that monitors the metrics of the site. For the API usage metrics we rely on our logging service which aggregates the logging from all APIs.

Data collection methods are in line with our privacy policy⁷ that describes what and how we collect data from users.

3.2. Europeana website

We have several mechanisms in place to evaluate the usage of the Europeana website and to understand who our users are. This chapter investigates what we can learn from usage patterns and user satisfaction, with two specific objectives - we aim to:

1. increase the traffic to the Europeana website, and
2. increase the user return rate to the Europeana website.

3.2.1. Audiences

The Europeana website has four main target audiences, namely teachers, researchers, cultural enthusiasts (casual users), and API users which are documented in the form of 'Personas'⁸. These can be found in the [Annex](#)⁹.

⁶ <https://analytics.google.com/analytics/web/>

⁷ <https://www.europeana.eu/en/rights/privacy-policy>

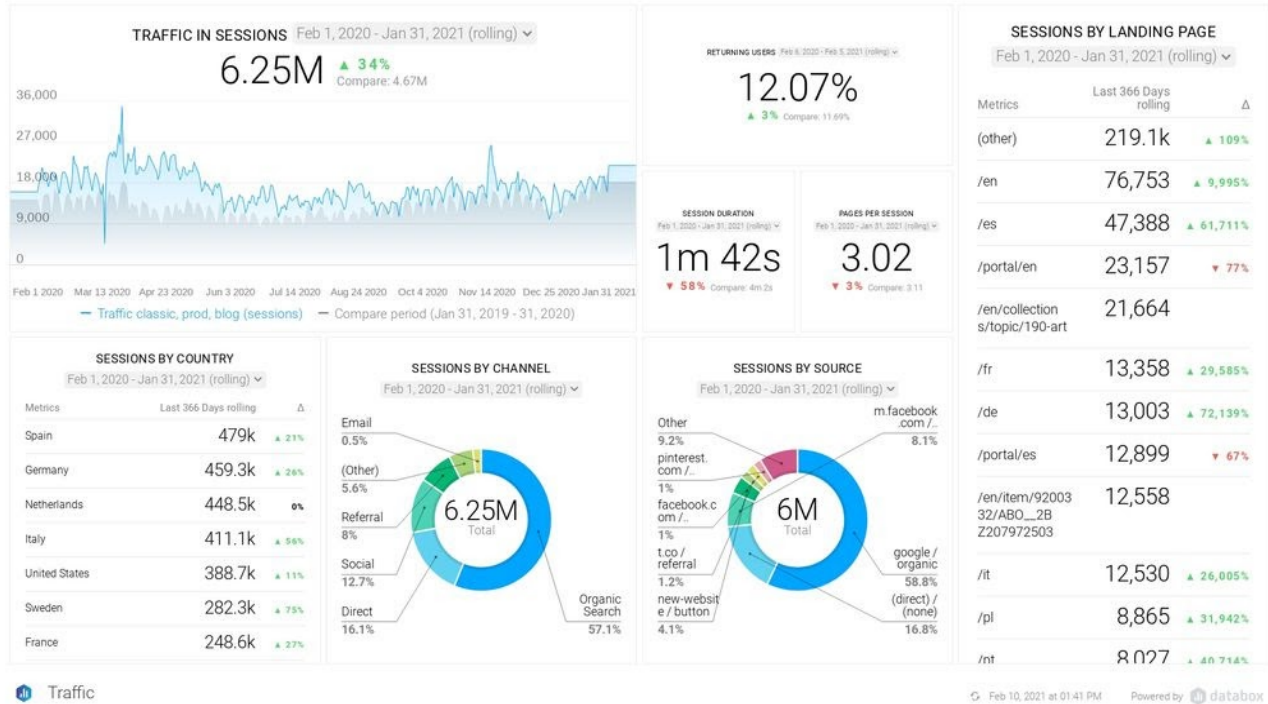
⁸ 'Personas' are a tool designed to help product teams to empathise with their users and consider their needs when designing the interface and developing the functionalities that determine the user experience of the Europeana website.

⁹ The personas were last updated in January 2019.

3.2.2 Traffic to the Europeana website

EF aims to reach 500,000 monthly visits to the Europeana website. In the following section we compare two periods (February 2019 - January 2020 and February 2020 - January 2021) to see trends over time.¹⁰

Statistics dashboard for the Europeana website comparing two reporting periods (Feb 2019 - Jan 2020 and Feb 2020 - Jan 2021)



The traffic to the Europeana website increased by 34% from 4.79 million to 6.25 million visits in the past year.

We assume that the steep increase in traffic after March (compared to the previous year) is due to the COVID-19 pandemic. Our partners and other CHIs also experienced the same peak in their traffic.

In March/April 2020 we also promoted the launch of the updated Europeana website. It's difficult to see how much impact this had on our traffic since it coincided with the start of the pandemic in Europe.

¹⁰ The analysis shows data from three sources, the current production website (including blog) and the old classic version.

After April 2020 we saw the usual seasonal trend with a drop in traffic coming to the website in summer (note the higher year-on-year benchmark). Traffic started to pick up again in September.

In November 2020 we released the new item page design which didn't have a short term impact on traffic but we believe that in the long term these user experience improvements will positively impact our user retention rate.

In November 2020 we also had our annual event during which we announced the public release of the user galleries feature. There is a significant spike in traffic on 15 to 17 November 2020 which we hypothesize could be due to the release of the user galleries.

3.2.2.1. Traffic channels

Traffic to the Europeana website comes from five primary channels: 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).

We saw an increase in traffic from all the channels in the past year. More detailed information is provided in the sections below.

Channels of traffic in visits comparing Feb 2019 - Jan 2020 and Feb 2020 - Jan 2021

	2019/2020	2020/2021	Change
Organic search	3.09 million	3.57 million	+ 15.53%
Direct	912,400	1.03 million	+ 12.89%
Referral	367,000	498,900	+ 35.94%
Social	367,200	792,100	+ 115.69%
Email	23,621	29,131	+ 23.90%
Other	39,023	353,900	+ 84.3%

Organic search

A visit is considered to come from organic search if a user arrives at our website via a search engine with keywords. Google Analytics automatically recognises the most popular search engines, and attributes traffic to these sources.

Organic search is the biggest traffic channel. It contributes to 56.9% of total traffic. In this period it increased by 15.53%. Google is by far the biggest source of traffic for the organic search channel which contributes 58.8% of the traffic. As our collection of items grows we

expect to see this number organically increase assuming that Google continues to index our pages as it does now.

Direct traffic

A visit is considered to be direct traffic if a user directly typed an Europeana website related URL, or if the user had bookmarked the site.

Direct traffic is our second largest traffic source that contributes to 16.4% of total traffic. In this period it increased by 12.89%. This indicates that more people are aware of the Europeana website and its value. The aim is to further increase this number because these people are loyal to our brand, they love us and return to the website. Ideally, this should be our main source of traffic.

Referral traffic

A visit is considered a referral when a user is referred from another site to the Europeana website. The third biggest traffic channel are referral websites which make up 8% of the total traffic. In this period it increased by 35.94%.

Our biggest source of referral traffic is our Search API which contributed 56,302 visits in this period. These are users that perform searches on Europeana via the Search API and display Europeana search results on their website with links to Europeana.

The second biggest source of referral traffic in this period is Omnia.ie.¹¹ The platform allows a user to explore repositories such as Europeana or the Digital Public Library of America through one interface¹². This source contributed 44,068 visits in this time period.

Social

Social is a type of referral traffic that originates on a social media platform. Social platforms like Facebook, Twitter and Pinterest generated 12.6% of our overall traffic in this period.

Facebook contributed 9.1% of the social traffic which is 609,267 visits. It appears that Facebook is the most valuable social media platform when it comes to driving traffic to the website. Twitter contributed 72,223 visits and Pinterest 57,128 visits.

More detailed information on traffic from social media platforms and interaction with content on the Europeana social media channels is provided in section [4.2. Europeana social media channels](#).

¹¹ <http://omnia.ie/>

¹² <https://eadh.org/projects/omnia>

Email

Email traffic makes up 0.5% of total traffic in the past year. The main source of traffic for this channel is the newsletter which contributes 27,543 visits. Traffic coming via this channel has increased by 23.90% over the past year.

Other

The traffic grouped under this channel is traffic that has an acquisition source or medium that is not recognized within Google Analytics default system defined channel rules like 'Email' or 'Social.'

Other traffic made up 5.6% of total traffic in the past year. This traffic comes from many different acquisition sources.

3.2.2.2. Geographic distribution of users

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

Top 10 countries with most visits (Feb 2020 - Jan 2021)

Top 10	2020/2021	% change compared to the same period last year
1.	Spain (479,000)	+ 21%
2.	Germany (459,300)	+ 26%
3.	Netherlands (448,500)	0%
4.	Italy (411,100)	+ 56%
5.	United States (388,700)	+ 11%
6.	Sweden (282,300)	+ 75%
7.	France (248,600)	+ 27%
8.	Poland (244,600)	+ 41%
9.	United Kingdom (223,200)	+ 25%
10.	Romania (190,100)	+ 82%

The most significant traffic increase comes from Romania with 82%. Most of this traffic comes via organic search (48,860 sessions) and the most significant increase is in direct traffic (23,158 sessions). The most visited page is the homepage in Romanian which

received (14,818 sessions) followed by the exhibition '70th anniversary of the Schuman declaration'¹³ (3,368 sessions).

The second most significant traffic increase comes from Sweden 75%. Most of the traffic comes via organic search (197,582 sessions) and the most significant increase is in traffic coming from social (70,622 sessions) and direct traffic (33,452 sessions). The most visited page is this item page¹⁴ (3,965 sessions) followed by the homepage in Swedish (3,738 sessions).

These two countries are closely followed by Italy with a 56% increase. Most of the traffic comes via organic search (197,241 sessions) and the most significant increase is in referral traffic (18,520 sessions) and social traffic (39,270 sessions). The most visited page is the homepage in Italian (33,615 sessions) followed by 'The Sound of Trenches'¹⁵ exhibition in Italian (9,116 sessions).

The traffic from Poland increased with 41%. Most of the traffic comes from organic search (116,099 sessions) and the most significant increase was in referral traffic (14,845 sessions). The most visited page is the homepage in Polish (25,435 sessions) followed by an exhibition in Polish 'Celebrations in Europe'¹⁶ (5,809 sessions).

3.2.2.3. Top landing pages

Landing page	URL	Visits
Homepage in English	https://www.europeana.eu/en	76,753
Homepage in Spanish	https://www.europeana.eu/es	47,388
Art collection in English	https://www.europeana.eu/en/collections/topic/190-art	21,664
Homepage in French	https://www.europeana.eu/fr	13,358
Homepage in German	https://www.europeana.eu/de	13,003
Item page: Contenant les titres XX, XXI, XXII, XXIII, XXIV, XXV, XXVI, XXVII, XXVIII, XXIX, XXX, XXXI, XXXII et XXXIII du livre XLIII; les livres XLIV et XLV	https://www.europeana.eu/en/item/9200332/ABO_2BZ207972503	12,558
Homepage in Italian	https://www.europeana.eu/it	12,530
Homepage in Polish	https://www.europeana.eu/pl	8,865

¹³ <https://www.europeana.eu/en/exhibitions/70th-anniversary-of-the-schuman-declaration>

¹⁴ <https://www.europeana.eu/sv/item/2020702/7397AEDF08AA33EA673D03C968C8A2DA89E99379>

¹⁵ <https://www.europeana.eu/it/exhibitions/the-sound-of-the-trenches>

¹⁶ <https://www.europeana.eu/pl/exhibitions/celebrations-in-europe>

Homepage in Portuguese	https://www.europeana.eu/pt	8,027
The Sound of the trenches exhibition in English	https://www.europeana.eu/en/exhibitions/the-sound-of-the-trenches	7,551

There is some correlation between the top countries with the most visits and the top landing pages. It is interesting to note that even though we experienced a high increase in traffic from Romania and Sweden this does not result in more traffic to the homepage or to items in those languages.

The most popular landing pages are the homepages in various languages which is what one would expect considering that direct traffic is our second highest source of traffic (for example, when people go to the website directly by typing in the url, they arrive at the homepage).

The Art collection in English is our third most popular landing page. The main acquisition source is Twitter with 61.91% (50,305 visits) followed by direct traffic with 26.97% (21,181 visits).

The most visited item page is 'Contenant les titres XX, XXI, XXII, XXIII, XXIV, XXV, XXVI, XXVII, XXVIII, XXIX, XXX, XXXI, XXXII et XXXIII du livre XLIII; les livres XLIV et XLV' which is a document. The main two acquisition sources for this item are direct traffic with 52.36% (19,525 visits) and organic search via Google with 47.39% (17,674 visits). We think that the interest in this item might be due to the super bowl (which uses roman numbers in its title) or people searching for things with a roman number, and as it has so many of them in the title, it may explain the popularity.

3.2.3. User return rate to Europeana website

EF is aiming to reach a user return rate of 15% on the Europeana website. Happy users return and become loyal users of the service (website) which is why this metric is so important in terms of measuring the user satisfaction rate.

The % of returning users is calculated based on the overall traffic which means that as the traffic number increases so does the number of returning users. This increase may not be so evident by just looking at the % of returning users therefore we added the number of users next to the monthly %.

User return rate to the Europeana website comparing two periods (Feb 2019 - Jan 2020 and Feb 2020 - Jan 2021)

User return rate			
	2019/2020	2020/2021	

	%	Users	%	Users	Change
February	13.60%	46,613	13%	61,234	+ 14,612
March	13.50%	51,606	12.80%	65,941	+ 14,335
April	13.80%	43,546	11.50%	55,667	+ 12,121
May	14%	44,546	12.20%	54,414	+ 9,868
June	13.60%	35,949	13.20%	41,684	+ 5,735
July	12.60%	35,847	12.60%	39,597	+ 3,750
August	13.10%	38,148	12.10%	46,144	+ 7,996
September	12.40%	39,841	12.30%	40,876	+ 1,035
October	12.80%	46,166	12.69%	50,887	+ 4,721
November	12.90%	46,823	12.80%	53,397	+ 6,574
December	13.40%	42,582	13.61%	56,852	+ 14,270
January	12.60%	52,696	13.69%	61,317	+ 8,621

The overall % of returning users is slowly growing while it is fluctuating from month to month.

The largest increase of returning users was in February 2020, comparing the numbers in 2019 and 2020. Two factors could have contributed to this, one is the launch of the updated Europeana website. At that point we had two websites running in parallel and the number above reflects both environments. The second factor is the start of the covid pandemic.

The second largest increase was in March 2020, comparing the numbers in 2019 and 2020 which again can be attributed to the same factors as mentioned for February.

The third largest increase was in December 2020, comparing the numbers in 2019 and 2020 which could be due to the public release of the login feature and user galleries functionality which happened on 11 November 2020.

3.2.4. User satisfaction with the Europeana website

EF regularly measures user satisfaction on the Europeana website through surveys. Within the reporting period we changed the method of measuring user satisfaction from Net

Promoter Score (NPS)¹⁷ to Likert scale¹⁸. Therefore a direct comparison of survey results to the previous year is not possible.

We aim for an average user satisfaction of 75%. In November 2020, we received a good average satisfaction rate of 72% based on 1,903 responses.

We also look at direct user feedback to find out what users like or where users are experiencing difficulties with the Europeana website, with the aim of improving the platform over time. The majority of people are happy when they find a rare item or one that is significant to them. People are dissatisfied with media resolution, inaccurate metadata and broken links. Also a lot of people are unhappy with the current limitations of the newspaper collection. We are resolving the issue with the media resolution and broken links. Issues with the accuracy of the metadata are communicated to the data provider. We are adding functionality to the newspaper collection that enables people to search within an issue.¹⁹

For each new exhibition, a satisfaction survey is undertaken. These run for the duration of the exhibition promotion, until 100 responses are reached or one month (whichever milestone is reached first). We aim for an average satisfaction of 75%. We measure user satisfaction cumulative per DSI year. This year we received a very good average satisfaction of 88%. The most successful exhibition was *Magical, Mystical and Medicinal*²⁰ with an average satisfaction of 90%, and published in English, French and German.

We monitor feedback on our editorial content through exhibition surveys and social media responses. This feedback is mostly positive and/or qualitative. A lot of the user feedback we receive for our editorials does not equate to actionable changes that need to be made, rather it demonstrates that users are engaging with and reflecting on the content²¹.

3.2.5. User behaviour on the Europeana website

To see how our users are behaving on the Europeana website we monitor the following engagement metrics.

User behaviour on the Europeana website comparing two reporting periods (Feb 2019 - Jan 2020 and Feb 2020 - Jan 2021)

¹⁷ An NPS is calculated based on responses to a single question: 'How likely is it that you would recommend our company/product/service to a friend or colleague?' NPS rating is on a scale of -100 to +100, with a score of +50 considered excellent. https://en.wikipedia.org/wiki/Net_Promoter

¹⁸ The average satisfaction on a 5-point Likert scale is translated into % (e.g. an average of 3.6 stars equals to a satisfaction rate of 72%).

¹⁹ More information on user feedback is provided in A.1 Platform report M20 (updated February 2021). Available on request.

²⁰ <https://www.europeana.eu/en/exhibitions/magical-mystical-and-medicinal>

²¹ Detailed information on actions taken to improve the platform based on user feedback received will be reported on in the A.1 Platform report.

	2019/2020	2020/2021	Change
Downloads (cumulative per DSI year)	491,159	275,784	- 43.85%
Total number of click-throughs to partner websites (cumulative per DSI year)	203,652	129,072	- 36.62%
Average visit duration	2:03	01:42	- 30.05%
Average number of pages viewed per visit	3.2	3.2	0%

There are various factors that affect the numbers for downloads. Not all our items can be downloaded. Items with a restrictive copyright statement (17.7 million), for example, cannot be downloaded. Additionally, users may want to view the item but not download it. We should still consider the current metric a success.

As mentioned previously we do not incentivise users to click away from our website to go to the provider. It is our aim to display the high-resolution media file with all its metadata on the Europeana website. For this reason one would expect the number of click-throughs to the provider website to decrease.

The average number of pages visited remains stable but the average visit duration has decreased. This could be because the search functionality on the production website is faster since the release of the updated website in March 2020. The result is that people find what they were looking for faster which is a success.

3.2.6. Content usage on the Europeana website

On the Europeana website users can search for digital objects, browse editorial content, educational resources and entity collections.

In the past year, we published an increased volume of editorial content which, combined with social media promotion of this material, drew more visitors to the website. Factors behind this success included: better coordination with Generic Services projects that contributed editorial; more interest in online cultural heritage during the COVID-19 pandemic (especially interactive content such as digital jigsaw puzzles); optimised editorial planning, publishing and promotion.

Below we highlight the content that was used most by users in a given period, measured by number of visits.

Exhibitions²²

²² <https://www.europeana.eu/portal/en/exhibitions/foyer>

Exhibitions are long-form narratives that aim to engage readers with their stories and top-quality imagery. In the past year, the traffic to exhibitions increased by 92.8%. Top three exhibitions based on numbers of visits are listed below.

Traffic to exhibitions comparing two reporting periods (Feb 2019 - Jan 2020 and Feb 2020 - Jan 2021)

	2019/2020	2020/2021	Change
Total number of visit to exhibitions	359,032	692,038	+ 92.8%

Top three exhibitions (Feb 2020 - Jan 2021)

Title	Language versions	Date of publication	Visits	NPS
Celebrations in Europe ²³	English, French, Italian, German, Polish, Spanish, Romanian	February 2020	82,308	41
The Sound of the Trenches ²⁴	English, French, Italian, German, Polish, Spanish, Romanian	January 2020	77,140	35
Leaving Europe: A new life in America ²⁵	English	March 2017	11,130	21

Galleries²⁶

Galleries are curated sets of items based on a theme. In the past year, the traffic to galleries increased by 156%. Top three galleries based on numbers of visits are listed below.

Traffic to galleries comparing two reporting periods (Feb 2019 - Jan 2020 and Feb 2020 - Jan 2021)

	2019/2020	2020/2021	Change
Total number of visit to galleries	103,471	264,906	+ 156.0%

Top three galleries (Feb 2020 - Jan 2021)

Title	Date of publication	Visits
Maps of Europe ²⁷	25/03/2020	8,264

²³ <https://www.europeana.eu/en/exhibitions/celebrations-in-europe>

²⁴ <https://www.europeana.eu/en/exhibitions/the-sound-of-the-trenches>

²⁵ <https://pro.europeana.eu/post/new-virtual-exhibition-leaving-europe-a-new-life-in-america>

²⁶ <https://www.europeana.eu/portal/en/explore/galleries>

²⁷ <https://www.europeana.eu/en/galleries/maps-of-europe>

Tranquil Spaces ²⁸	02/04/2020	4,268
Open air and living history museums ²⁹	09/06/2020	3,920

Blogs

Blogs are short editorial pieces that illuminate a particular topic - they can tell a story of individual artists, artworks or institutions. In the past year, the traffic to blogs increased by 81.2%. Top three blogs are listed below.

Traffic to blogs comparing two reporting periods (Feb 2019 - Jan 2020 and Feb 2020 - Jan 2021)

	2019/2020	2020/2021	Change
Total number of visits to blogs	352,601	638,924	+ 81.2%

Top three blogs (Feb 2020 - Jan 2021)

Title	Date of publication	Visits
#Museumjigsaw: Puzzle over beautiful artworks ³⁰	24/04/2020	13,459
Social distancing in cultural heritage GIFs ³¹	01/04/2020	12,838
Easter with art and culture: 5 activities for the whole family ³²	08/04/2020	11,997

Europeana Classroom³³

In March 2020, we launched a new space with 300+ educational resources for educators and learners on the Europeana website. The space provides access to learning scenarios in five European languages. The space also offers co-creation tools, video tutorials, apps and games. Since its launch, the content available on the section has received 53,132 visits (Baseline: 12/02/2021).

3.3. Europeana APIs

EF provides and develops multiple API endpoints for software clients to interact with the platform. Europeana APIs allow users to build applications that use the wealth of cultural heritage objects available on the Europeana website, supporting the development of new products, services and creations.

²⁸ <https://www.europeana.eu/en/galleries/tranquil-spaces>

²⁹ <https://www.europeana.eu/en/galleries/open-air-and-living-history-museums>

³⁰ <https://www.europeana.eu/en/blog/museumjigsaw-puzzle-over-beautiful-artworks>

³¹ <https://www.europeana.eu/en/blog/social-distancing-in-cultural-heritage-gifs>

³² <https://www.europeana.eu/en/blog/easter-with-art-culture-5-activities-for-the-whole-family>

³³ <https://www.europeana.eu/en/europeana-classroom>

3.3.1. Audiences

The Europeana API user is documented in the form of a 'Persona' (see [Annex](#)).

3.3.2. Usage

All our APIs receive millions of requests each month. API usage statistics showed slight decreases in the past year while the number of users increased (+ 14.5%) and users remain much interested in our APIs (+ 36.2% API sign-ups). This year we have put effort into reviewing the approach for encouraging the use of APIs and developed a new API engagement strategy to form the basis of plans for the year ahead. These plans include fostering the current API developer community, creating more visibility (both internally and externally), reconnecting to existing and onboarding new users, updating tools, and inspiring new integrations.

Usage statistics for APIs comparing two reporting periods (Feb 2020 - Jan 2021 and Feb 2019 - Jan 2020)

Metric	2019/2020	2020/2021	Change
Number of API users that exceeded the average of 5 calls a day (REST API) (average per month)	61	58	- 4.9%
Number of API users that were active for more than 5 days in each month (REST API) (average per month)	60	55	- 8.3%
Average number of API users per month (REST API)	159	182	+ 14.5%
Total number of API sign-ups (REST API)	622	847	+ 36.2%
Average number of requests per month (all APIs)	³⁴	83.3 million ³⁵	-

³⁴ This metric was only introduced in January 2020 therefore a comparison is not possible.

³⁵ This metric includes requests to the Europeana APIs via the Europeana website. Starting from the next report we will exclude internal API requests from external API requests. This aims to make external engagement and usage of our API service more visible.

3.4. Transcribathon.eu

Transcribathon.eu is a crowdsourcing platform allowing users to add transcriptions, tags and georeferences to historical material (historical letters, diaries and pictures). Transcriptions of documents are sent back to the providing cultural heritage institution, to make their content more accessible.

As part of the 2020 Year of Industrial Heritage in Saxony, the regional “Sachsen at Work” Transcribathon Run, celebrating 500 years of Saxony’s rich industrial culture, was started in August, as part of the Europeana project Europe-at-Work. The campaign is online (ongoing) including a special Foto Run³⁶ (German only). In February, an online event will be held in cooperation with the Sächsische Landes- und Universitätsbibliothek (SLUB), Dresden Sorbisches Institut / Serbski institut, Bautzen / Budyšin.

Metrics from Transcribathon.eu comparing August 2020 with January 2021

Type	August 2020	January 2021	Change (%)
Documents completed	c. 34,000	C. 35,000	+ 0.03
Documents in progress	c. 176,000	C. 176,900	+ 0.005
Registered users	c. 2,500	C. 2,520	+ 0.008

³⁶ <https://europeana.transcribathon.eu/runs/sachsen-at-work/fotothek/>

4. External platforms

This chapter assesses usage patterns of Europeana content on external platforms such as social media and educational platforms.

4.1. Data collection methods

For the evaluation of the usage of Europeana content on Europeana social media channels this report draws from data available via Google Analytics³⁷.

For the analysis of usage on third party platforms we rely on information requested from our partners.

4.2. Europeana social media channels

We make strategic use of social media as a means of sharing cultural heritage content with European Citizens in the promotion of the Europeana website and seasonal campaigns. Social media enables us to place culture right where people are most likely to make use of it, reaching them in their online activities and via their communities of interest.

In the following section we compare two periods (Feb 2019 - Jan 2020 and February 2020 - Jan 2021) to see trends over time.

Visits to the Europeana website from social media (Feb 2019 - Jan 2020 and February 2020 - Jan 2021)

Metric	2019/2020	2020/2021	Change
Visits	365,100	792,100	+ 117%

Traffic from social media makes up 12.7% of the total traffic. The traffic increased significantly between 2019/2020 and 2020/2021 (117%), as a result of adjusting the editorial strategy and thanks to the promotion of the multilingual content in the target languages. This gave us the opportunity to reach people who prefer to discover content in their mother tongue rather than in English and to bring them to the page.

Most traffic came from Facebook (77,8%), followed by Pinterest (11,1%), Twitter (2,6%), and Instagram (0,6%). Besides our own social media channels we 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 the Europeana

³⁷ <https://analytics.google.com/analytics/web/>

website increases its recognition outside of the European Union. More details on our individual social media channels can be found below.

4.2.1. Facebook³⁸

We publish new posts on Facebook daily. Currently (February 2021) the Europeana Facebook page counts 120,405 fans. In last year, we gained 8,162 new fans (7.27% increase).

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 started to develop our Instagram presence to reach them, aiming for both channels to grow further.

Traffic from Facebook to Europeana website (Feb 2019 - Jan 2020 and Feb 2020 - Jan 2021)

Metric	2019/2020	2020/2021	Change
Visits	272,851	616,517	+ 125.95%

Engagement on Facebook (Feb 2019 - Jan 2020 and Feb 2020 - Jan 2021)

Metric	2019/2020	2020/2021	Change
Impressions	36,266,546	81,700,000	+ 125%
Engagements (shares, likes, comments)	663,000	1,890,000	+ 185%

Our presence on Facebook was very successful in the past year. Comparing two periods the traffic coming from Facebook to the Europeana website, impressions on Facebook and engagement (shares, likes, comments) increased significantly.

Most popular Facebook posts in the reporting period based on impressions are listed below.

Top three most popular posts on Facebook (Feb 2020 - Jan 2021)

Title	Type	Date of publication	Impressions
A rose is a rose	Exhibition	29/07/2020	1,484,207
Byzantine Instruments	Exhibition	21/08/2020	1,078,707
#DiscoveringEurope	Announcement	15/06/2020	967,463

³⁸ <https://www.facebook.com/Europeana/>

We can see that most popular content were exhibitions which is a result of our strategy of using curated content on Facebook as an entry point to the Europeana website. In this way, the users not only discover and engage with the content featured in the post, but are also invited to explore more curated content on the Europeana website. Following the translation of the exhibitions into multiple languages in the summer, we promoted them in the translated languages as well. This means creating multiple posts serving smaller yet better targeted audiences.

4.2.2. Twitter³⁹

We tweet from our account at least once per day, usually multiple times per day. We use Twitter to both engage the users with the content as well as keep in touch with the partners and stakeholders. Currently (February 2021) the Europeana Twitter account counts 40,519 followers. In the past year, we gained 3,033 new fans (8.09% increase).

Traffic from Twitter to Europeana website (Feb 2019 - Jan 2020 and Feb 2020 - Jan 2021)

Metric	2019/2020	2020/2021	Change
Visits	19,461	20,669	+ 6.2%

Engagement on Twitter (Feb 2019 - Jan 2020 and Feb 2020 - Jan 2021)

Metric	2019/2020	2020/2021	Change
Impressions	4,570,900	4,948,400	+ 8.3%
Engagement (shares, likes, comments)	40,994	45,296	+ 10.5%

We see a slight increase in impressions, engagement and in traffic coming from Twitter to the Europeana website.

Most popular Twitter posts in the reporting period based on impressions are listed below.

Top three most popular posts on Twitter (Feb 2020 - Jan 2021)

Title	Type	Date of publication	Impressions
Benfica	Blog	09/12/2020	83,557
Advent Calendar	Announcement	01/12/2020	65,764
GIF IT UP public voting	Announcement	21/11/2020	56,378

³⁹ <https://twitter.com/Europeanaeu>

The TOP Tweet, promoting the blog post about the football club Benfica has been promoted together with the Benfica museum and retweeted by the main account of the club itself which created exposure among football fans. Tweets with announcements of big events like GIF IT UP and the launch of the advent calendar - activities appealing to diverse and big audiences, received a high number of impressions as well.

4.2.3. Pinterest⁴⁰

Boards on Pinterest showcase content related to themes such as time periods, artists, art & design movements, types of objects, and animals. A user can access more than 10.5 thousand pins organised in more than 270 boards.

Currently (February 2021), the Europeana Pinterest channel counts 25,300 followers. In the past year, we saw an increase of followers with 29.7%.

Traffic from Pinterest to Europeana website (Feb 2019 - Jan 2020 and Feb 2020 - Jan 2021)

Metric	2019/2020	2020/2021	Change
Visits	63,785	88,235	+ 38.3%

Engagement on Pinterest (Feb 2019 - Jan 2020 and Feb 2020 - Jan 2021)

Metric	2019/2020	2020/2021	Change
Impressions	43,916,362	73,703,037	+ 67.8%
Engagement (close-ups, saves, clicks, comments)	1,532,280	3,277,696	+ 113.9%

In the past year, both traffic from Pinterest to the Europeana website as well as engagement on the platform itself increased.

Pinterest mostly attracts users interested in the visual aspect of the record and traffic and engagement on the platform is expected to grow with the increased amount of high quality content with thumbnails on the Europeana website. It has to be noted that most engagement (pins and repins) of Europeana content happened on other boards than the Europeana's own boards.

Pinterest users engaging with Europeana content are mostly interested in fashion followed by design, crafts and art. Most popular Pinterest pins in the reporting period based on

⁴⁰ <https://www.pinterest.de/europeana/boards/>

impressions are listed below, they include a catwalk picture, an architectural drawing and a depiction of Venus and Cupid.

Top three most popular pins on Pinterest (Feb 2020 - Jan2021)

Title	Type	Impressions
Christian Lacroix, , Autumn-Winter 1990, Womenswear	Fashion (catwalk photo)	229,792
Stützen (Aus: Architektonische Details. Eine Sammlung von Stützen	Architecture	216,951
Venus en Cupido	Art	200,927

4.2.4. Giphy

Since 2015, we organise annual GIF IT UP⁴¹ competitions with the aim to increase our reach to new and wider audiences and to promote engagement with Europeana content. We collaborated with international partners including DPLA (Digital Public Library of America), DigitalNZ (New Zealand), Trove (National Library of Australia), and the leading online GIF site GIPHY to run and promote the competitions. In addition to regular partners, in 2020 we welcomed two new partners, Japan Search and DAG Museums, India.

Our activities were very successful with over 750 Gifs created with cultural heritage content as part of the yearly GIF IT UP competitions.

Note: Gifs are embedded in different places, channels and websites and those do not link back to the Europeana website. Therefore the traffic analysis was excluded in this section.

Engagement on Giphy (Feb 2020 - Jan 2021)

Metric	2019/2020	2020/2021	Change
Impressions	290,000,000	411,400,000	+ 41.9%

In the past year, impressions for our Gifs increased. Given that many GIFs are being used on social media and in messaging applications (such as WhatsApp, Telegram, Facebook Messenger) to express emotions, the majority of the most popular GIFs are the ones representing facial expressions such as smile, wink or eyeroll. During the lockdown, especially the gifs related to love were viewed a lot. Additionally, Europeana’s GIFs appear high in the search results for keywords such as mustache, art, ski, dance on the Giphy page.

⁴¹ <https://giphy.com/europeana>

4.2.5. Instagram⁴²

We have started our activity on Instagram in February 2019.

Traffic from Instagram to Europeana website (Feb 2019 - Jan 2020 and Feb 2020 - Jan 2021)

Metric	2019/2020	2020/2021	Change
Visits	2,977	4,913	+ 36.9%

Engagement on Instagram (Feb 2019 - Jan 2020 and Feb 2020 - Jan 2021)

Metric	2019/2020	2020/2021	Change ⁴³
Impressions	548,821	565,795	+ 3%
Engagement (close-ups, saves, clicks, comments)	13,116	20,706	+ 57.86%

In the past year, impressions and engagement on Instagram increased. The content we are sharing consists of visually appealing artworks and photographs accompanied by a short description and a number of relevant hashtags encouraging findability. The platform offers very limited linking opportunities to generate traffic back to the Europeana website. To make a better use of the 'link in bio' section, we created a landing page⁴⁴ listing the content related to the recent posts. In this way, we can showcase more content under the single link and give the users the opportunity to click-through and discover records and editorial pieces on the Europeana website. As a result, Instagram generated 4,913 visits to the Europeana website.

⁴² https://www.instagram.com/europeana_eu/

⁴³ In 2019, Pinterest introduced a new analytics dashboard and changed a way some of the metrics are tracked

⁴⁴ https://linkin.bio/europeana_eu

4.3. Third party platforms

We continued to collaborate with third party platforms and apps to bring cultural heritage to new and wider audiences. We mainly reach the general public (European citizen) as well as educational audiences with Europeana digital cultural content.

4.3.1. European citizens

DailyArt & Daily Art Magazine

Through a partnership with DailyArt we bring curated content to over 1 million art lovers across the world. The following section shows content published in collaboration with Dailyart since the past C.2/C.3 report covering the period Sep 2020 - Jan 2021.

Two previously published guest articles: 'School and Learning in the Eyes of Artists' and 'From Spindle and Distaff to Mass Production: Spinning in Art' were updated and repromoted during thematic weeks on school and industrial heritage at DailyArt Magazine⁴⁵ in September and December 2020. A new article 'An Animated Cabinet of Curiosities – The Best Art GIFs' promoting GIF IT UP was published in October 2020.

MHz Curationist

A new partnership between Europeana and Curationist resulted in the publication of the curated collection of cultural heritage GIFs⁴⁶ in October 2020.

Activities with both platforms are planned for Women's History Month 2021.

4.3.2. Education platforms

We embedded relevant Europeana resources in various educational systems to increase awareness about the educational value of digital cultural data. The analysis in this section focuses on usage of educational resources for the third year of Europeana DSI-4 (Sep 2020 - Jan 2021).

We support the development of digital learning resources with Europeana content and its use in classrooms and other educational projects. In this area, we work closely with Europeana DSI-4 consortium partners European Schoolnet (EUN) and Euroclio (Historiana). In the third year of Europeana DSI-4, we developed in total 11 new learning resources with Europeana data (6 of those are language variations of a booklet⁴⁷ with 30 best case

⁴⁵ <https://www.dailyartmagazine.com/tag/europeana/>

⁴⁶ <https://www.curationist.org/collection/animating-cultural-heritage-a-collection-from-gif-it-up/>

⁴⁷ <https://pro.europeana.eu/post/teaching-with-europeana-best-practices-2019-2020>

examples for reuse). We evaluated the satisfaction rate of teachers using Europeana with a very good average satisfaction of 77%.⁴⁸

4.3.2.1. European Schoolnet⁴⁹

EUN coordinates two groups of educators (Europeana Ambassador network, Europeana User Group) who create learning scenarios with Europeana content and stories of implementation. Additionally, participants of a MOOC (expected March 2021) will be asked to create learning resources as a final assignment. This year most of our efforts will be focused on selecting the previous year's best learning materials and translating them into different European languages. Thus the number of new learning scenarios and stories of implementation will substantially decrease.

Learning scenarios and other educational resources are published on the Teaching with Europeana blog⁵⁰, the Future Classroom Lab (FCL)⁵¹ and the EUN Youtube channels⁵². All Europeana content ever published on European Schoolnet received 222,576⁵³ visits in the third year of Europeana DSI-4 (Sep 2020 - Jan 2021).

EUN usage metrics for content published in year 3, Europeana DSI-4 (Sep 2020 - Jan 2021)

Type	Amount	Visits
Teaching with Europeana blog - Learning scenarios ⁵⁴	0	0
Teaching with Europeana blog - Stories of implementations (Sol)	15	2,946
EUN Youtube channels: Videos and webinars ⁵⁵	0	0

EUN usage metrics for content ever published (Sep 2020 - Jan 2021)

Type	Amount	Visits
Teaching with Europeana blog - Learning scenarios	624	91,024
Teaching with Europeana blog - Stories of implementations (Sol)	194	19,746
EUN Youtube channels: Videos and webinars ⁵⁶	97	36,325

⁴⁸ The average satisfaction on a 5-point Likert scale is translated into % (e.g. an average of 3.6 stars equals to a satisfaction rate of 72%)

⁴⁹ <http://www.eun.org/>

⁵⁰ <https://teachwiththeuropeana.eun.org/>

⁵¹ <http://fcl.eun.org/directory>

⁵² <https://www.youtube.com/c/EuropeanSchoolnet59>

⁵³ Does not include the number of visits on the Future Classroom Lab Portal.

⁵⁴ No new publications in the time period.

⁵⁵ No new videos in the time period.

⁵⁶ Includes unlisted videos created for the Europeana in your classroom MOOC which are only visible for MOOC participants.

Most visited content on Teaching with Europeana blog (Sep 2020 - Jan 2021)

Type	Date of publication	Visits
LEARNING SCENARIOS		
Emotional Intelligence and Teenagers ⁵⁷	30/08/2020	614
Look at the picture! ⁵⁸	06/02/2019	495
Learning in the Cultural Environment of Europeana ⁵⁹	28/03/2020	928
STORIES OF IMPLEMENTATION⁶⁰		
Implementation of 'Letters and Postcards from War Times' (SOI-HU-03) ⁶¹	07/03/2019	233
Implementation of 'Time Travel Agency' (SOI-EXT-184) ⁶²	29/09/2020	584
Implementation of 'Do You Like Fruit and Vegetables?' (SOI-EXT-189) ⁶³	01/10/2020	99

4.3.2.2. Historiana⁶⁴

EuroClio publishes on its platform Historiana source collections and eLearning activities with Europeana content for history teachers across Europe. All Europeana content ever published on Historiana received 22,933 visits in year 3 of Europeana DSI-4 (Sep 2020 - Jan 2021). For the same period, the Teacher Training Kit was downloaded 473 times on the Euroclio platform⁶⁵ and 39 in Europeana Pro⁶⁶.

After an update on Historiana during the last reporting period for SEO, the usual stats website no longer recognises the differences between each source collection and elearning activities (as the website is now in a single-page format). Therefore no further analysis

⁵⁷ <https://teachwittheuropeana.eun.org/learning-scenarios/emotional-intelligence-and-teenagers-ls-bg-506/>

⁵⁸ <https://teachwittheuropeana.eun.org/learning-scenarios/look-at-the-picture-ls-rs-451/>

⁵⁹ <https://teachwittheuropeana.eun.org/learning-scenarios/learning-in-the-cultural-environment-of-europeana-ls-pt-514/>

⁶⁰ Stories of Implementation are only published on the Teaching with Europeana blog.

⁶¹ <https://teachwittheuropeana.eun.org/stories-of-implementation/story-of-implementation-letters-and-postcards-from-war-times-soi-hu-03/>

⁶² <https://teachwittheuropeana.eun.org/stories-of-implementation/implementation-of-time-travel-agency-soi-ext-185/>

⁶³ <https://teachwittheuropeana.eun.org/stories-of-implementation/implementation-of-do-you-like-fruit-and-vegetables-soi-ext-189/>

⁶⁴ <https://historiana.eu/#/>

⁶⁵ <https://www.euroclio.eu/wp-content/uploads/2020/02/Teacher-Training-Guide-v3.pdf>

⁶⁶ <https://pro.europeana.eu/post/teacher-training-guide>

could be provided in this report. The EuroClio team is working on a dashboard that will be implemented on the site to facilitate consistent data collection (expected by the end of year 3 of Europeana DSI-4).

4.3.2.3. Ministries of Education

Currently, Europeana content is integrated in the portals of six Ministries of Education (France, Spain, Portugal, Flanders-Belgium, Greece, Poland).

Two new integration of Europeana content for education at ministry level took place during the period. The Ministry of Education Poland⁶⁷ added a link to the Europeana website as an open resource for educators and Edubase (Ministry of Education France)⁶⁸ translated and included 8 learning scenarios developed by French teachers.

Note: Detailed usage data of integration platforms was provided in the previous C.2/C.3 Users and usage report M25. We will reach out to our partners again for the next report to ask for usage data.

4.3.2.3. Other platforms

Other integrations of Europeana data in virtual learning environments are CHI portal projects, online European and international campaigns pages (for example All Digital week⁶⁹) and other platforms widely considered as EdTechs. Currently, we count 11 integrations.

Note: Detailed usage data of integration platforms was provided in the previous C.2/C.3 Users and usage report M25. We will reach out to our partners again for the next report to ask for usage data.

⁶⁷ <https://epodreczniki.pl/a/materialy-partnerow/D1DDYDP5e>

⁶⁸ <https://edubase.eduscol.education.fr/recherche?q=europeana>

⁶⁹ <https://alldigitalweek.eu/resources/>

5. Conclusion

Number of visits is our key success metric for the Europeana website. When comparing the past two years, we saw a steady increase of traffic by 34% (equal to about 6.25 million visits in total). Particularly successful was the period between March and April 2020. This coincided with the launch of the updated Europeana website and Women's History Month. Figures likely also increased due to the digital usage during the COVID-19 pandemic. We also saw a peak in November 2020 when we announced the public release of the user galleries feature.

User return rate is another key metric we look at when we evaluate the success of the Europeana website. The overall % of returning users is slowly growing with small derivations between 11.5% and 13.7%. In November 2020, we released a new user engagement feature for creating personal galleries to attract more return visitors. Ongoing improvements to search, multilingual, and browsing experiences aim to also keep improving the value of the product to users so as to drive visits and usage.

In November 2020, we received a good average satisfaction rate of 72%. We also look at direct user feedback to find out what users like or where users are experiencing difficulties with the Europeana website, with the aim of improving the platform over time. The majority of people are happy when they find a rare item or one that is significant to them. People are dissatisfied with media resolution, inaccurate metadata and broken links. Also a lot of people were unhappy with the limitations of the newspaper collection. We expect this to change now that functionality for people to search within a newspaper issue has been released. We are resolving the issue with the media resolution and broken links. Issues with the accuracy of the metadata are communicated to the data provider.

Like we have seen in past C.2/C.3 deliverables, traffic coming from social media saw the highest increase in the past year (+ 115.69%). Most traffic came from Facebook (84%). With the increased offer of interesting curated and editorial content, we were able to use social media not only to showcase Europeana's content and encourage engagement on the platforms themselves, but we also used these platforms to generate traffic to the Europeana website. We also promoted more multilingual content (e.g. exhibitions) in the target languages. This served smaller yet better targeted audiences who prefer to discover content in their mother tongue.

The most popular content on the Europeana website (measured by the number of visits) are exhibitions, very specific items and the art collection. Successful were also editorials that showed interactive content such as the digital jigsaw puzzles or the interactive adverts calendar. Particularly successful were activities that engaged users like the GIF IT UP competition. We also see that collaborations can have high impact on outreach (e.g. the

collaboration with the football club Benfica). Activities appealing to diverse and big audiences, received a high number of impressions as well.


All our APIs receive millions of requests each month. API usage statistics showed slight decreases in the past year while the number of users increased (+ 14.5%) and users remain much interested in our APIs (+ 36.2% API sign-ups). This year we have put effort into reviewing the approach for encouraging the use of APIs and developed a new API engagement strategy to form the basis of plans for the year ahead. These plans include fostering the current API developer community, creating more visibility (both internally and externally), reconnecting to existing and onboarding new users, updating tools, and inspiring new integrations.

We also support the development of digital learning resources with Europeana content and its use in classrooms and other educational projects. This year most of our efforts will be focused on selecting the previous year's best learning materials and translating them into different European languages. Since its launch (March 2020), the content available on the Europeana Classroom received over 53,000 visits. All Europeana content ever published on European Schoolnet and Historiana received about 246,000 visits in year 3 of Europeana DSI-4 (Sep 2020 - Jan 2021). We evaluated the satisfaction rate of teachers using Europeana with a very good average satisfaction of 77%.


Throughout 2021, we will continue to amplify user engagement by improving our website experiences, growing editorial and marketing activities, including experimentation with new forms, formats, and partners.

Annex: Europeana Personas


Persona: the teacher

	Jenny 46 yrs Teacher	<h3>Goals</h3> <p>What changes do we want to help the user make?</p> <p>My goal is to motivate my young students to learn by creating connections with real life</p>	<h3>Tasks</h3> <p>What tasks are carried out by the user?</p> <ul style="list-style-type: none">- 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
<h3>The teacher</h3>			
<h3>About Jenny</h3> <p>What does the user believe in?</p> <ul style="list-style-type: none">- 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	<h3>Frustrations</h3> <p>Whats keeping the user from achieving their goal?</p> <ul style="list-style-type: none">- 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	<h3>Context of use</h3> <p>What does the user need from us?</p> <ul style="list-style-type: none">- 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	

Persona: the researcher

	Lisa 37 yrs Post doctorate	<h3>Goals</h3> <p>What changes do we want to help the user make?</p> <p>Become a published author by finding and reusing specific items for my research</p>	<h3>Tasks</h3> <p>What tasks are carried out by the user?</p> <ul style="list-style-type: none">- 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
<h3>The Researcher</h3>			
<h3>About Lisa</h3> <p>What does the user believe in?</p> <ul style="list-style-type: none">- 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.	<h3>Frustrations</h3> <p>Whats keeping the user from achieving their goal?</p> <ul style="list-style-type: none">- 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	<h3>Context of Use</h3> <p>What does the user need from us?</p> <ul style="list-style-type: none">- 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	

Persona: the culture enthusiasts



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

Persona: API users



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