



Europeana – Core Service Platform

MILESTONE

MS42: Requirements for the new Awards website

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REVISION HISTORY AND STATEMENT OF ORIGINALITY

Revision History

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Introduction

Following a Memorandum of Understanding between European Museums Academy, Europa Nostra and the Europeana Foundation, a new competition website will be developed for the Heritage in Motion awards competition.

Europeana supports Heritage in Motion in highlighting cultural institutions harnessing new media and digital technology to offer new routes into their collections. With its large Network Association of cultural heritage and technology professionals from across Europe, Europeana represents a community which shares this goal. The awards offer an opportunity to inspire other institutions to think about how they can get people involved with their collections in fresh and inspiring ways.

Heritage in Motion is an annual multimedia competition for the creators and users of films, games, apps and websites on themes related to Europe's heritage, cultural and natural, tangible and intangible. Heritage in Motion grants awards to and celebrates the best multimedia achievements and products in this field – through varied, creative and innovative means.

The aim of the competition is to highlight the best multimedia achievements and products that draw attention to the value of Europe's cultural and natural heritage in all its facets.

Project goals

The intent of this project is to develop a website for Heritage in Motion to administer its competition. The site should explain what Heritage in Motion is and provide the appropriate services for all involved users: visitors, submitters, jury members, researchers, information seekers.

The main goal is to automate the competition processes for the participants; making it easier to submit an entry by providing an intuitive interface which guides participants through the process and enables them to complete the submission in its entirety online.

The secondary goal is to build a user-friendly administrative interface that allows the jury to vote and the competition administrators to effectively manage the communication and promotion around the competition. Automating and streamlining these otherwise resource intensive processes frees up the HiM team to focus on high return activities such as promoting the competition and soliciting more high quality submissions.

Product brief

For Heritage in Motion, the website is a platform to inform about the organisation and their annual video competition and to promote and administer that competition.

Product goals:

- to inform users about HiM and the competition, the producers, submitters, winners, etc.
- to accept competition submissions in their entirety via the website incl. information about the project, the video submission and payment.
- to promote the competition and provide recognition and visibility for the submissions, projects, producers, institutions and heritage.

The product goals uncover its functional requirements. What functionalities does the website need to have to enable people to fulfill these goals?

Audience:

The audience that the Heritage in Motion competition is looking to engage is anyone who creates films with video material with an interest in Europe's cultural heritage. These can be amateur and professional producers, institutions, projects and anyone with the interest and skills to create a video highlighting Europe's cultural and natural heritage.

Design question:

The main design question for this product is: How can I participate in a HiM contest?

By identifying this question we establish the focus of the design. What behaviours do we want the design to encourage? How will the design of the website steer the users to completing their tasks easily and quickly?

Product requirements

The basic functionalities that the website needs to have to enable its visitors, submitters, jury members, researchers, information seekers to complete their tasks have been identified as:

- a) Video submission possibility
 - Submission form / account registration*
 - Automatic video and submission quality check
 - Payment option
- b) Admin interface
 - Submission reviews and publication
 - Notifications to submitter and admin
- c) Video presentation
 - Storage
 - Categorisation, tagging, search
 - Social sharing
 - Visitor voting*
- d) Jury voting
 - Jury login and voting (collaboration*)
 - Publish results

Development specifications

The "Heritage in Motion" site will be a subsite of pro.europeana.eu, and as such it will be integrated into the main "Pro" website. That said, the subsite will have its own header layout which will largely follow the same structure and design as the main website, but will still reflect HiM's identity. This allows existing components and partial pages from the current website to be repurposed where appropriate.

Submitting an entry

Participants can submit their entry for Heritage in Motion on the website. They can do this by filling out a form where they specify their personal info and details of the entry: Title, description, URL on the video on Youtube or Vimeo, and perhaps a few other details. After submitting the form, the submission will be added to the CMS as an unpublished entry in the content type for the Heritage in Motion videos. The maintainer / editor of the website can then

review the submission and publish it for public viewing if all is well. The editor can check for submission guidelines, prevent duplicates, bogus entries, and verify payment for entry is made.

Processing payments

Payment processing could either be through a “simple payment”, where people submit their video through the form, and as the last step of the process, are told “To complete your entry, click here to pay the fee of [x] euro”. People would then be redirected to the payment provider, to complete payment. In this case there needs to be a manual check afterwards, to verify payment.

Or a more advanced payment could be built in, where people make the payment as above, only after payment they are redirected to a page on the site, where the submission of the entry is finalized. By doing this the entry can be automatically updated in the database whether or not payment was successful, without any required manual intervention.

Storing a backup copy of submissions

It is a requirement to store the submissions, to ensure HiM have a backup copy, should the submitter decide to remove their entry. To do this, a setup script will be written to download the video's and store them in Europeana's Dropbox account. The Dropbox account has enough space to store these, and it's easily accessible for the maintainers.

All of the other specifications as lined out in the project brief are standard functionality in the Bolt CMS. For example:

- Creating content types for the entries.
- Submission review, publication of entries.
- Setting up a new “subsite” inside pro.europeana.eu to publish the new pages and entries.
- Creating new templates for the new pages.
- Categorisation, tagging, searching of entries.
- Allowing judges to view all entries and vote on them.
- Compiling the winners into a list, showing them on a special page.
- Sharing entries on social media by visitors.
- Allowing visitors to vote (using either 1-5 stars or “thumbs up / thumbs down”).

Registration

Optionally the functionality for entrants to authenticate themselves via Twitter login, Facebook, Google, LinkedIn or username/password can be provided. If implemented, it will be possible for an entrant to update a previously posted entry. For example to update an e-mail address or to modify the description of the video. With this option we are also exploring the possibility of enabling a user to submit multiple submissions per award. In this case the user still pays one participation fee.

Conclusion

These requirements are put together by Europeana Foundation and the Heritage in Motion team and are based on the pain points present on the current website. These will be turned into user journeys which will translate into functional requirements for the new website scheduled to launch in March 2016.