EUROPEANA SOUNDS

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MS19 Audio Channels First Prototype

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Abstract

This milestone describes the first audio channel prototype. It includes references to the outcomes of the User Experience research performed, which underpins the design assumptions and principles of the prototype.

Dissemination level		
P	Public	X
C	Confidential, only for the members of the Consortium and Commission Services	
I	Internal, only for the members of the Consortium	

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	Name	Partner/WP	Date
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IV. DISTRIBUTION

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V. APPLICATION AREA

This document is a formal output for the European Commission, applicable to all members of the Europeana Sounds project and beneficiaries. This document reflects only the author's views and the European Union is not liable for any use that might be made of information contained therein.

VI. DOCUMENT AMENDMENT PROCEDURE

Amendments, comments and suggestions should be sent to the authors named in the Delivery Slip.

VII. TERMINOLOGY

A complete project glossary is provided at the following page:
http://pro.europeana.eu/web/guest/glossary

Further terms are defined below as required:

TERM	DEFINITION
AB	Advisory Board
APEX	Archives Portal Europe network of excellence
EC-GA	Grant Agreement (including Annex I, the Description of Work) signed with the European Commission
GA	General Assembly
PC	Project Coordinator
PI	Performance Indicator
PM	Project Manager
PMB	Project Management Board
PSO	Project Support Officer
TEL	The European Library
TD	Technical Director
UAP	User Advisory Panel
WP	Work Package

VIII. PROJECT SUMMARY

Europeana Sounds is Europeana's 'missing' fifth domain aggregator, joining APEX (Archives), EUscreen (television), the Europeana film Gateway (film) and TEL (libraries). It will increase the opportunities for access to and creative re-use of Europeana's audio and audio-related content and will build a sustainable best practice network of stakeholders in the content value chain to aggregate, enrich and share a critical mass of audio that meets the needs of public audiences, the creative industries (notably publishers) and researchers. The consortium of 24 partners will:

- Double the number of audio items accessible through Europeana to over 1 million and improve geographical and thematic coverage by aggregating items with widespread popular appeal such as contemporary and classical music, traditional and folk music, the natural world, oral memory and languages and dialects.

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- Add meaningful contextual knowledge and medium-specific metadata to 2 million items in Europeana's audio and audio-related collections, developing techniques for cross-media and cross-collection linking.
- Develop and validate audience specific sound channels and a distributed crowd-sourcing infrastructure for end-users that will improve Europeana's search facility, navigation and user experience. These can then be used for other communities and other media.
- Engage music publishers and rights holders in efforts to make more material accessible online through Europeana by resolving domain constraints and lack of access to commercially unviable (i.e. out-of-commerce) content.

These outcomes will be achieved through a network of leading sound archives working with specialists in audiovisual technology, rights issues, and software development. The network will expand to include other data-providers and mainstream distribution platforms (Historypin, Spotify, SoundCloud) to ensure the widest possible availability of their content.

For more information, visit http://pro.europeana.eu/web/europeana-sounds and http://www.europeanasounds.eu.

IX. STATEMENT OF ORIGINALITY

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

X. EXECUTIVE SUMMARY: AUDIO CHANNELS FIRST PROTOTYPE

Following the results of the first round of User Experience research, this document outlines the development of the first prototype for audio channels. User Intelligence, tasked with conducting the research, interviewed 12 users who fit the category 'Culture Vulture'. A persona was created, and the design assumptions and principles of the prototype were drawn from their responses.

This document provides an illustrated walkthrough of the channels first prototype, outlining the various pages, and providing links to their demo versions. The main components of each page are presented, and options for customisation are discussed. The Milestone concludes with a summary of the next stage of work, which will update the design to incorporate the needs of the second group of users (as identified by User Intelligence) – the 'Culture Snackers'.

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1 INTRODUCTION

This Milestone document provides a walk-through of the clickable Music Channel prototype created as part of Task 4.1 in Work Package 4. The prototype is based on User Experience research carried out by User Intelligence[1] on behalf of, and in collaboration with, the Europeana Foundation.

It is important to understand the intended purpose of the prototype. The purpose is to visualise the layout, information architecture and (parts of) the interaction of the channel for use in further user research, testing and design iterations. It is also a way to demonstrate the intended functionalities to the developers and hence aid them in the technical design and subsequent development of the channel.

As so-called 'medium fidelity wireframes', the purpose is not to represent a finished "pixel-perfect" visual design in terms of colours, fonts, buttons, copy text, etc. This part of the design comes later in the process when layout, information architecture and interaction design are more complete.

Fig 1: Iterating Mona Lisa by Jeff Patton. The design of channels is currently between steps 1 and 2.

1.1 User experience research outcomes in brief

1.1.1 User interviews

User Intelligence undertook two rounds of interviews. The first round had 12 users, all of whom work professionally with the Europeana portal, or the type of content it serves (we refer to this type of user as 'Culture Vultures'). Of the 12 participants, 6 had a specific interest in music related content[2].

For the second round, a further 6 users were interviewed, all of whom had a vocational and casual interest in Europeana or the type of content it serves (we refer to this type of user as 'Culture Snackers'). Of the 6 participants, 3 had a specific interest in music.

[1] http://www.userintelligence.com/

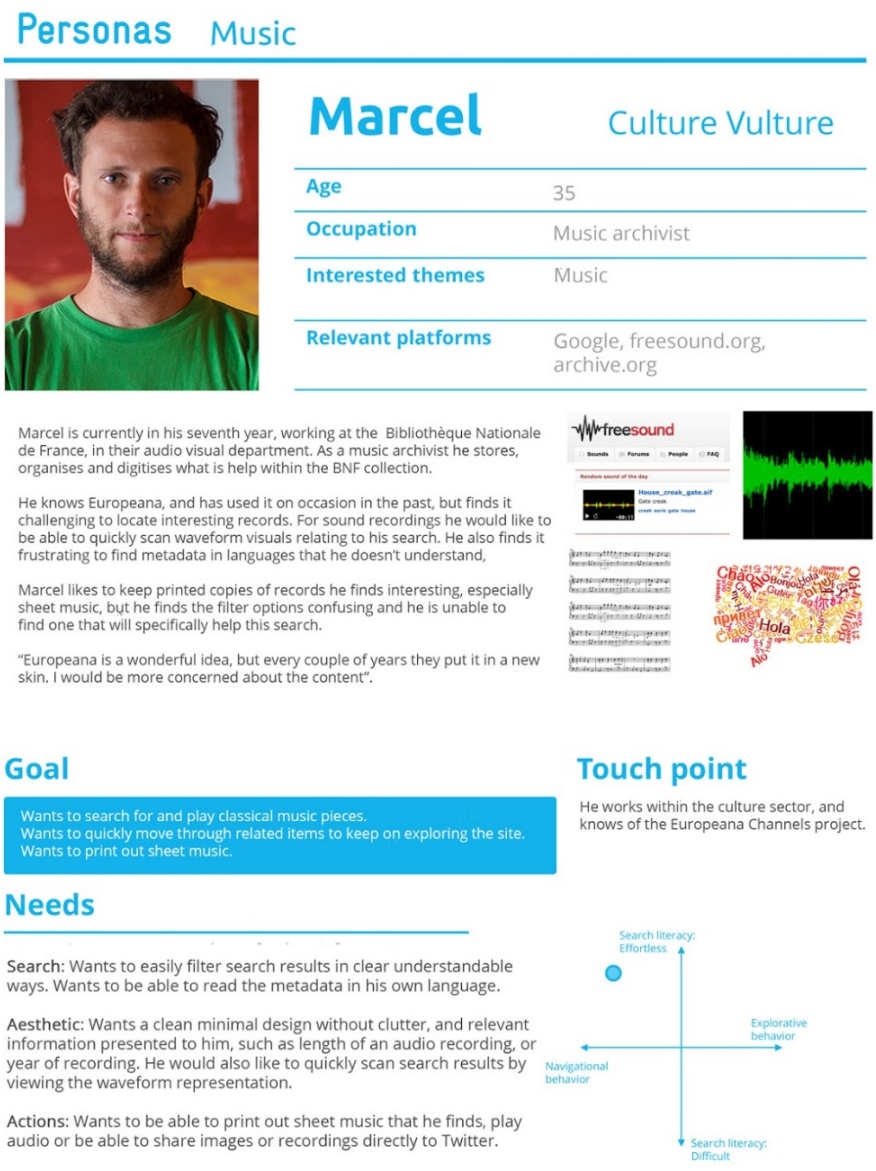
[2] In both tests, the other half of the users had a specific interest in fashion. Fashion is another planned channel for Europeana and also contrasts and complements well with music.

Note that the prototype in its current version - and as included in this document - does not take into account the results of the second round of interviews with the 'Culture Snackers'.

See References 1 and 2 for the summary reports from the user interviews. [Ref 1, 2]

Persona

Based on the results of the interviews with the 'Culture Vultures', Europeana created a persona[3].



[3] Personas are used in user-centred design and marketing to represent user types that might use a site or product in a similar way.

As we continue to design and develop the Music Channel, Marcel will be a constant reminder and personification of who we serve.

A persona representing a music orientated 'Culture Snacker' will be created to aid future work.

1.1.2 Design principles

Based on the outcomes of the initial Europeana concept for channels, the user interviews, and the stakeholder interviews, User Intelligence created a Design Principles document.

See Reference 3 for the Design Principles document. [Ref 3]

1.1.3 Wireframes

Based on the outcomes of the design principles, User Intelligence produced a set of wireframes. These wireframes, with some additions by Europeana, are the basis for the prototype described in this document.

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2 WALKTHROUGH OF THE PROTOTYPE

The user interface is planned to be localised into all the official languages of the European Union, as for the Europeana portal in general. In this prototype, we show the English version only.

2.1 Music channel landing page

The channel landing page will have its own web address allowing users to bookmark and return to it, rather than start from the regular portal landing page (from which an overview of channels will be available).

The main components of the landing page are:

1. **Channel name –** for branding and differentiation vis-a-vi the portal
2. **Search box –** the main focus of the channel as befits a search service
3. **Hero image –** visualises the content of the channel
4. **Collections overview –** provides the user with context and an overview, featuring recently added collections
5. **Featured browse entry points –** provides the user with the option to begin by browsing rather than searching
6. **Featured exhibitions –** provides users who are looking for context and learning opportunities with direct entry points
7. **Channel curator(s) –** provides attribution and reinforces the authoritative nature of Europeana
8. **Social media presences –** provides shortcuts to common social platforms where the channel is represented

The channel curator controls the following: hero image, featured browse entry points, featured exhibitions (and exhibitions creation). These can be edited at the discretion of the channel curators, in order to keep the landing page fresh.

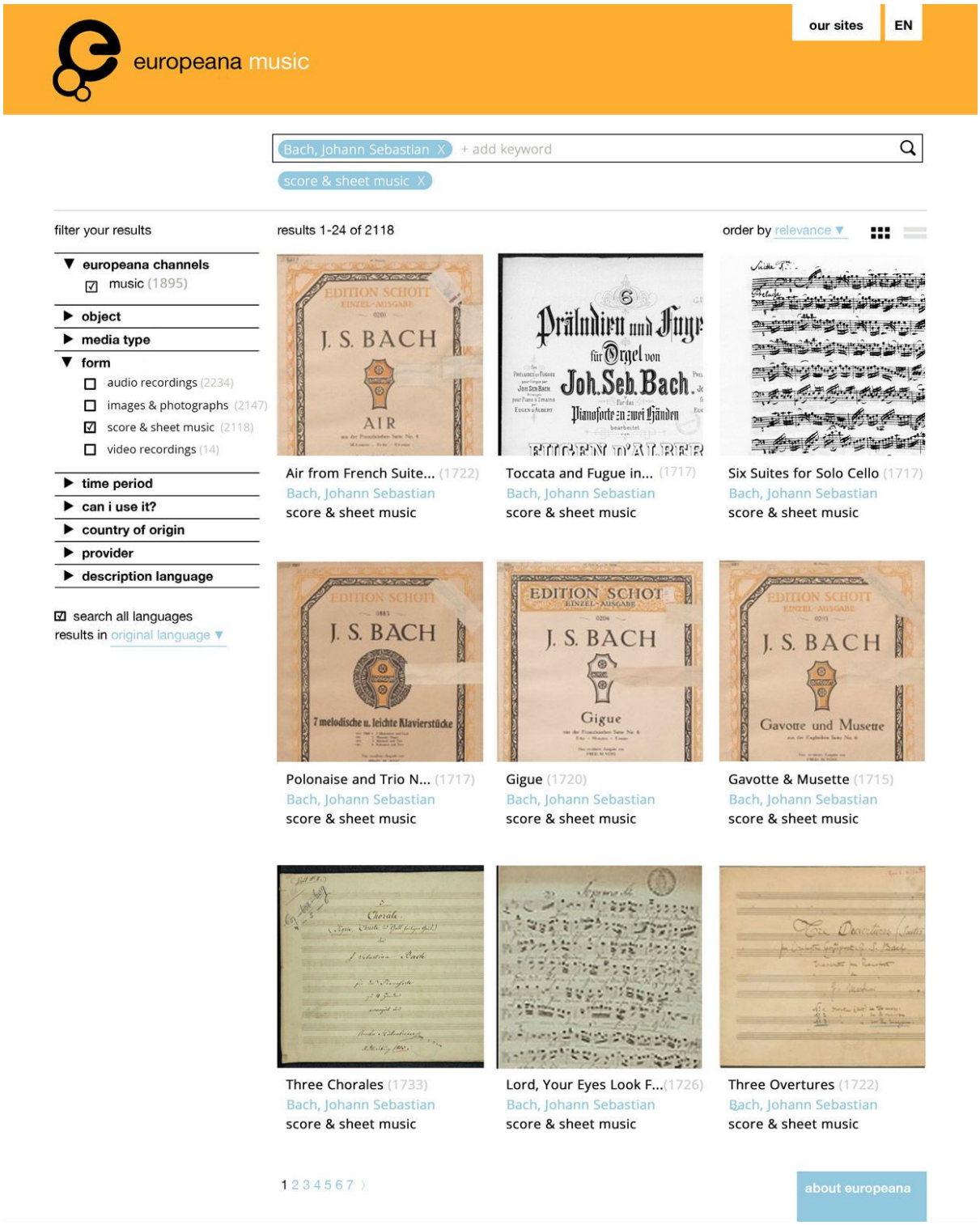
When the channel is first configured, the channel curator can also select which non-Europeana platform presences to feature, in this case SoundCloud and Spotify, and choose a signal colour among a palette of branding colours (here exemplified by orange).

Link: http://demo.deanbirkett.name/400PDV/europeana_music_landing_page.html

2.2 Search results page

The results of searches will be represented with facets on the left, sort and display options[4] above the results and pagination beneath.

[4] We foresee list and grid as display options, and relevancy, title, data of creation and date of publication/last update as sort options

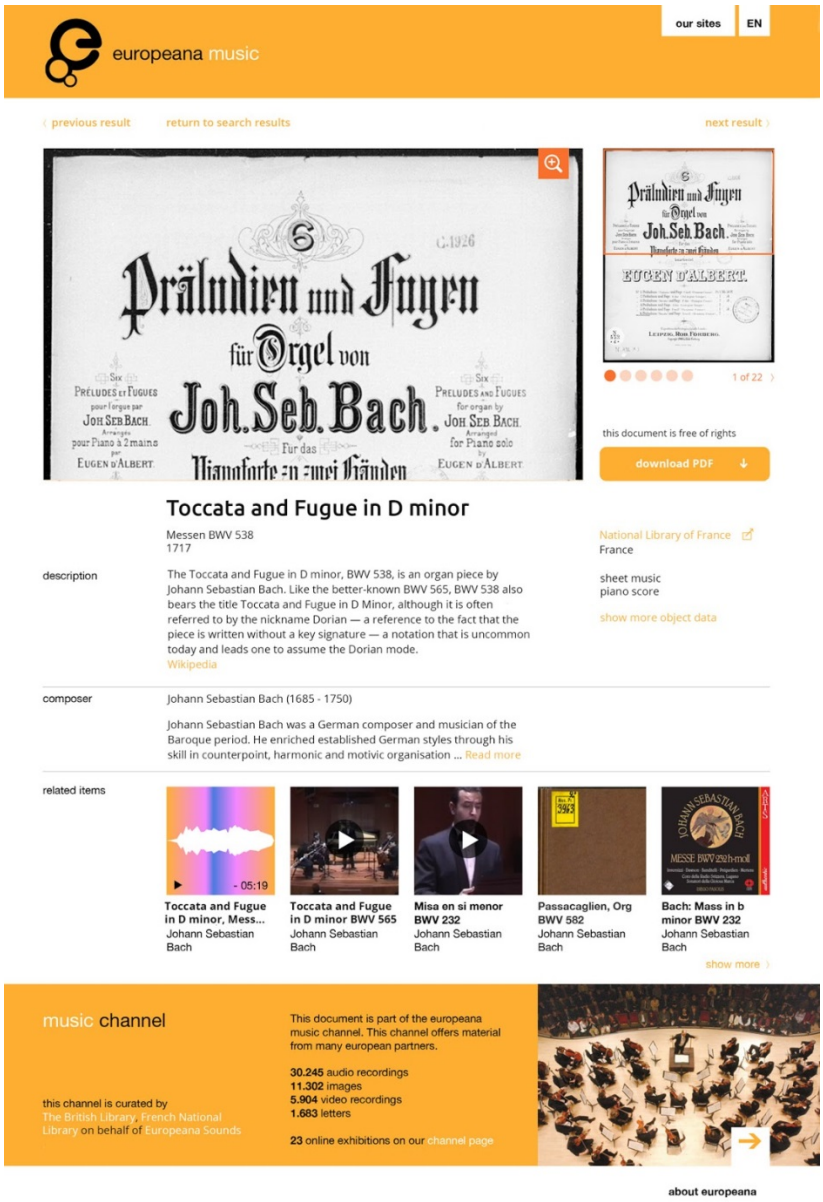


In this example the user has searched for scores, filtered to sheet music and other texts relevant to J.S Bach, and chosen to display the results sorted by relevancy and in the style of a grid.

Link: http://demo.deanbirkett.name/400PDV/copy_of_bach_results_-_music_channel.html

2.3 Multi-page document object view

When Europeana Sounds partners provide direct links to PDFs, representing for example sheet music, these will be fully rendered within the channel. This will allow the user to paginate through the document, open it in full screen, and download it for use in compliance with the provided copyright value.

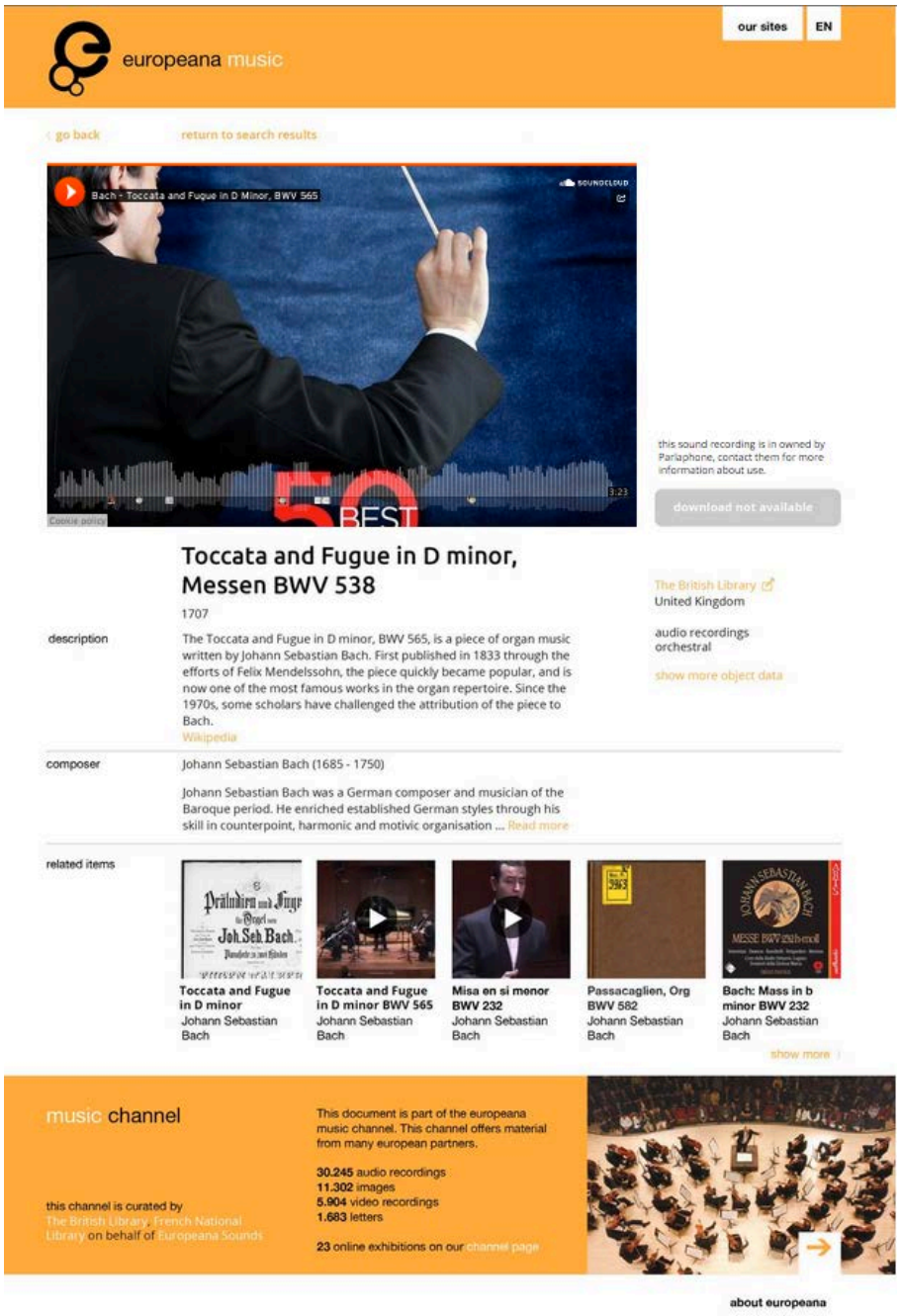


For objects representing famous works but with poor original descriptions, we aim to complement the display with descriptions sourced from Wikipedia[5].

[5] In many cases, this would allow us to also pull in the Wikipedia description in the language matching that of the user.

2.4 Object view with embedded SoundCloud player

For Europeana Sounds partners who use SoundCloud, we will be able to embed the player in the channel. This will allow users to play the audio on any device[6] without the need for Europeana to store audio files.

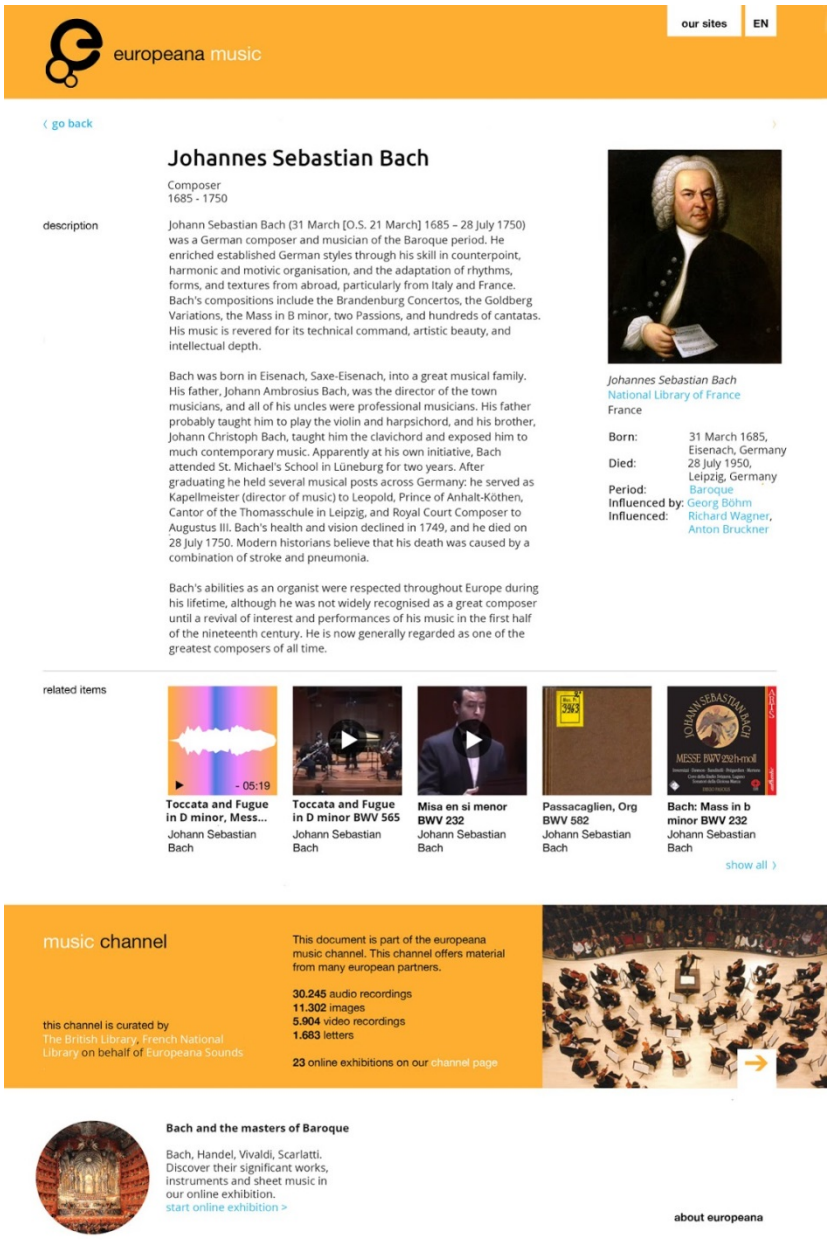


Link: http://demo.deanbirkett.name/400PDV/music_item_audio.html

[6] The SoundCloud player works on smartphones, tablets and PCs.

2.5 Creator page

Creator pages can represent composers, performers, librettists, patrons or any other relevant person. We envision that each creator entity that is present in the Europeana Sounds metadata[7] will have its own page on the channel, with descriptive and multi-lingual information pulled from Wikipedia[8].



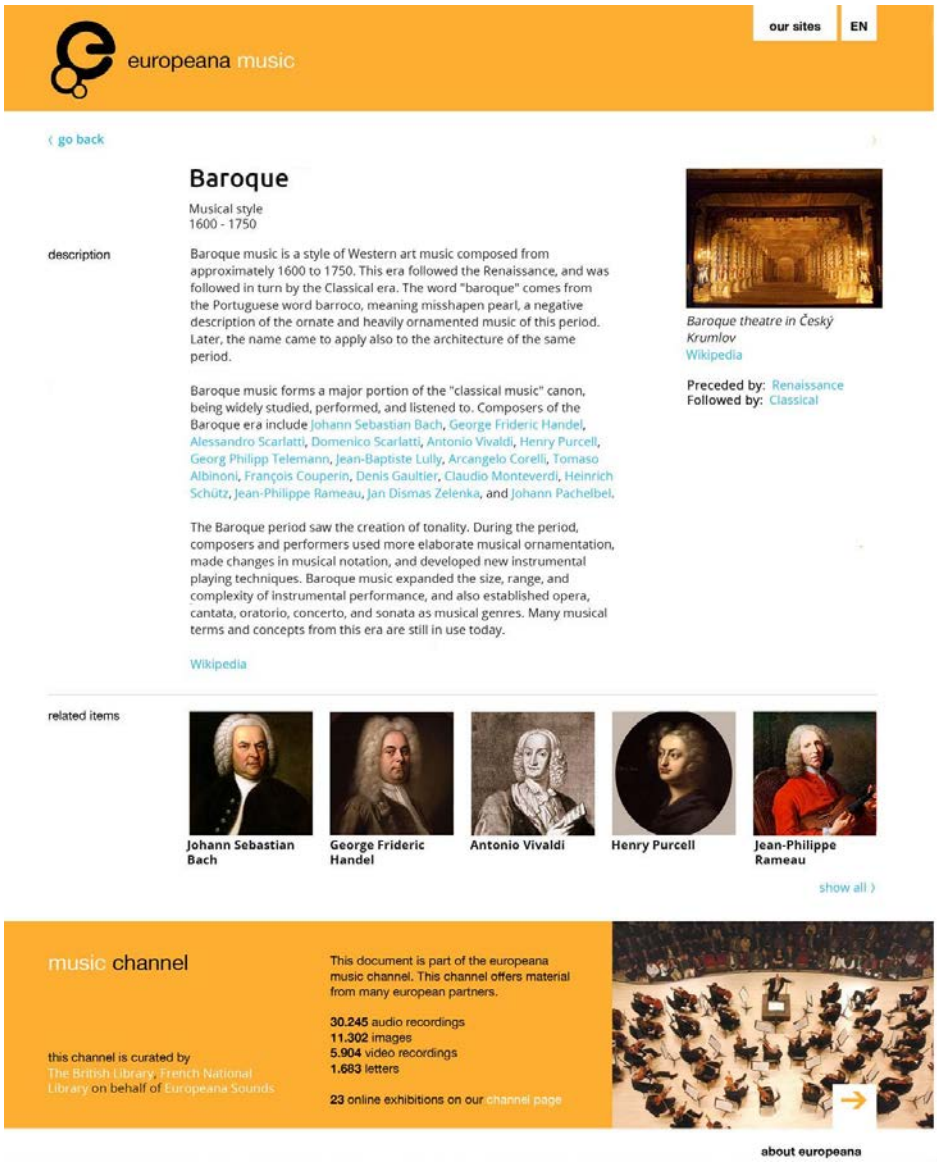
[7] Represented by an entry in an authority file or other controlled vocabulary e.g. VIAF and/or Freebase.
[8] Via Freebase or Dbpedia.

This example creator page for J.S Bach encompasses a short bio as well as preview of, and shortcuts to, all the content in the channel relevant to him, as defined in the metadata.

Link: http://demo.deanbirkett.name/400PDV/creator_page_-_music.html

2.6 Concept page

Concept pages can represent subjects, types, genres, periods and movements. We envision that each concept entity present in the Europeana Sounds metadata[9] will have its own page on the channel.



[9] Represented as an entry in a controlled vocabulary e.g. the Europeana Sounds music genres.

This example concept page for Baroque music encompasses a short description as well as previews of, and shortcuts to, all the creator pages in the channel relevant to the period.

Link: http://demo.deanbirkett.name/400PDV/baroque_page_-_music.html

3 FUTURE WORK

The next milestone in the design process for the audio channels comes in January 2015 (M12) as MS20 *Audio channels second prototype*, when the second version of the prototype will be delivered. The focus until then will be to update the design based on the interviews with the 'Culture Snackers', and to increase the visual design fidelity. We will also focus on user actions, including the user annotations defined in WP2 of Europeana Sounds. As the fidelity of the visual design increases we will also begin the front-end development of channels, adding in and modifying elements from the Europeana Web Styleguide[10].

[10] http://styleguide.europeana.eu/

4 REFERENCES

Ref 1	**Report – User Research** Basecamp: https://basecamp.com/1936492/projects/6415078/uploads/15995497?enlarge=105018311#attachment_105018311 Europeana Pro: http://pro.europeana.eu/documents/2011409/40095017-d257-4c6e-a3e6-0d239fe74063
Ref 2	**Summary Report – Concept Test** Basecamp: https://basecamp.com/1936492/projects/6415078/messages/32468444?enlarge=114284845#attachment_114284845 Europeana Pro: http://pro.europeana.eu/documents/2011409/ba55ef85-4f17-4ea2-99f8-bf06947553c5
Ref 3	**Europeana Channels Design Principles** Basecamp: https://basecamp.com/1936492/projects/6415078/uploads/17508573?enlarge=115762980#attachment_115762980 Europeana Pro: http://pro.europeana.eu/documents/2011409/d76182aa-5b85-4801-8bfe-a13ec9da51b8

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