



# EUROPEANA SOUNDS

Project Number: 620591

## 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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Europeana Sounds is coordinated by the British Library



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[http://ec.europa.eu/information\\_society/activities/ict\\_psp/](http://ec.europa.eu/information_society/activities/ict_psp/)



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## II. REVISIONS

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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.

- 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](http://www.userintelligence.com/)<sup>1</sup> 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<sup>2</sup>.

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.

<sup>1</sup> <http://www.userintelligence.com/>

<sup>2</sup> 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](#)<sup>3</sup>.

## Personas Music



### Marcel

### Culture Vulture

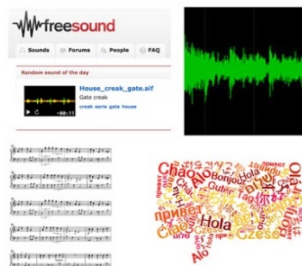
<b>Age</b>	35
<b>Occupation</b>	Music archivist
<b>Interested themes</b>	Music
<b>Relevant platforms</b>	Google, freesound.org, archive.org

Marcel is currently in his seventh year, working at the Bibliothèque Nationale de France, in their audio visual department. As a music archivist he stores, organises and digitises what is help within the BNF collection.

He knows Europeana, and has used it on occasion in the past, but finds it challenging to locate interesting records. For sound recordings he would like to be able to quickly scan waveform visuals relating to his search. He also finds it frustrating to find metadata in languages that he doesn't understand.

Marcel likes to keep printed copies of records he finds interesting, especially sheet music, but he finds the filter options confusing and he is unable to find one that will specifically help this search.

"Europeana is a wonderful idea, but every couple of years they put it in a new skin. I would be more concerned about the content".



## Goal

Wants to search for and play classical music pieces.  
Wants to quickly move through related items to keep on exploring the site.  
Wants to print out sheet music.

## Needs

**Search:** Wants to easily filter search results in clear understandable ways. Wants to be able to read the metadata in his own language.

**Aesthetic:** Wants a clean minimal design without clutter, and relevant information presented to him, such as length of an audio recording, or year of recording. He would also like to quickly scan search results by viewing the waveform representation.

**Actions:** Wants to be able to print out sheet music that he finds, play audio or be able to share images or recordings directly to Twitter.

## Touch point

He works within the culture sector, and knows of the Europeana Channels project.



<sup>3</sup> 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.

## 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).



**1** europeana music

**2** + search the music channel collections

**3** europeana music collections

**4** recent additions  
Scala museum, Milan 4.590 items - july 2014  
Dresden library, Dresden 95.018 items - april 2014  
Haitink personal archive, Amsterdam 1.293 items - april 2014  
[load more](#)

**5**

<b>Erkönig</b> 5 audio recordings	<b>Mahler 5</b> 12 video recordings	<b>Beethoven's handwriting</b> 6 scores	<b>Haitink in Berlin</b> 8 letters	<b>Papageno costumes</b> 42 images	<b>baroque wedding music</b> 23 audio recordings
--------------------------------------	--	--	---------------------------------------	---------------------------------------	---

**6** music exhibitions

- Weddings in Eastern Europe**
- Explore the World of Musical Instruments**
- Yiddish Theatre in London**

**7** channel curators  
Deutsche national bibliothek  
Netherlands institute for sound and vision  
Cité de la musique

**8** our sites EN

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](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<sup>4</sup> above the results and pagination beneath.

---

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

Bach, Johann Sebastian X + add keyword

score & sheet music X

filter your results

▼ europeana channels

music (1895)

▶ object

▶ media type

▼ form

audio recordings (2234)

images & photographs (2147)

score & sheet music (2118)

video recordings (14)

▶ time period

▶ can i use it?

▶ country of origin

▶ provider

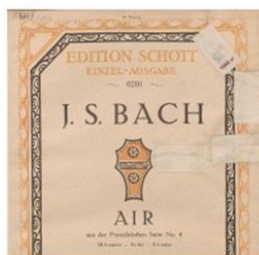
▶ description language

search all languages

results in [original language](#) ▼

results 1-24 of 2118

order by [relevance](#) ▼



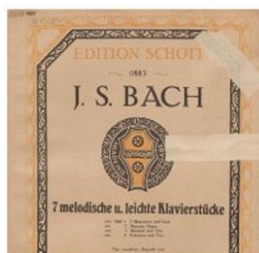
Air from French Suite... (1722)  
Bach, Johann Sebastian  
score & sheet music



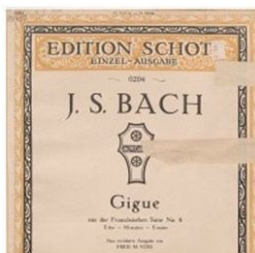
Tocatta and Fugue in... (1717)  
Bach, Johann Sebastian  
score & sheet music



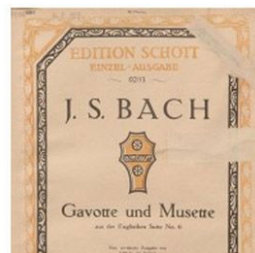
Six Suites for Solo Cello (1717)  
Bach, Johann Sebastian  
score & sheet music



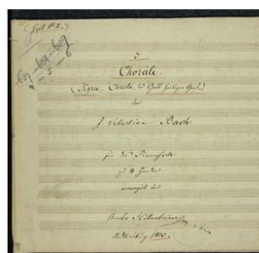
Polonaise and Trio N... (1717)  
Bach, Johann Sebastian  
score & sheet music



Gigue (1720)  
Bach, Johann Sebastian  
score & sheet music



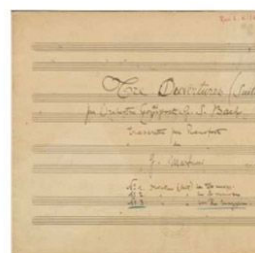
Gavotte & Musette (1715)  
Bach, Johann Sebastian  
score & sheet music



Three Chorales (1733)  
Bach, Johann Sebastian  
score & sheet music



Lord, Your Eyes Look F... (1726)  
Bach, Johann Sebastian  
score & sheet music



Three Overtures (1722)  
Bach, Johann Sebastian  
score & sheet music

1 2 3 4 5 6 7 >

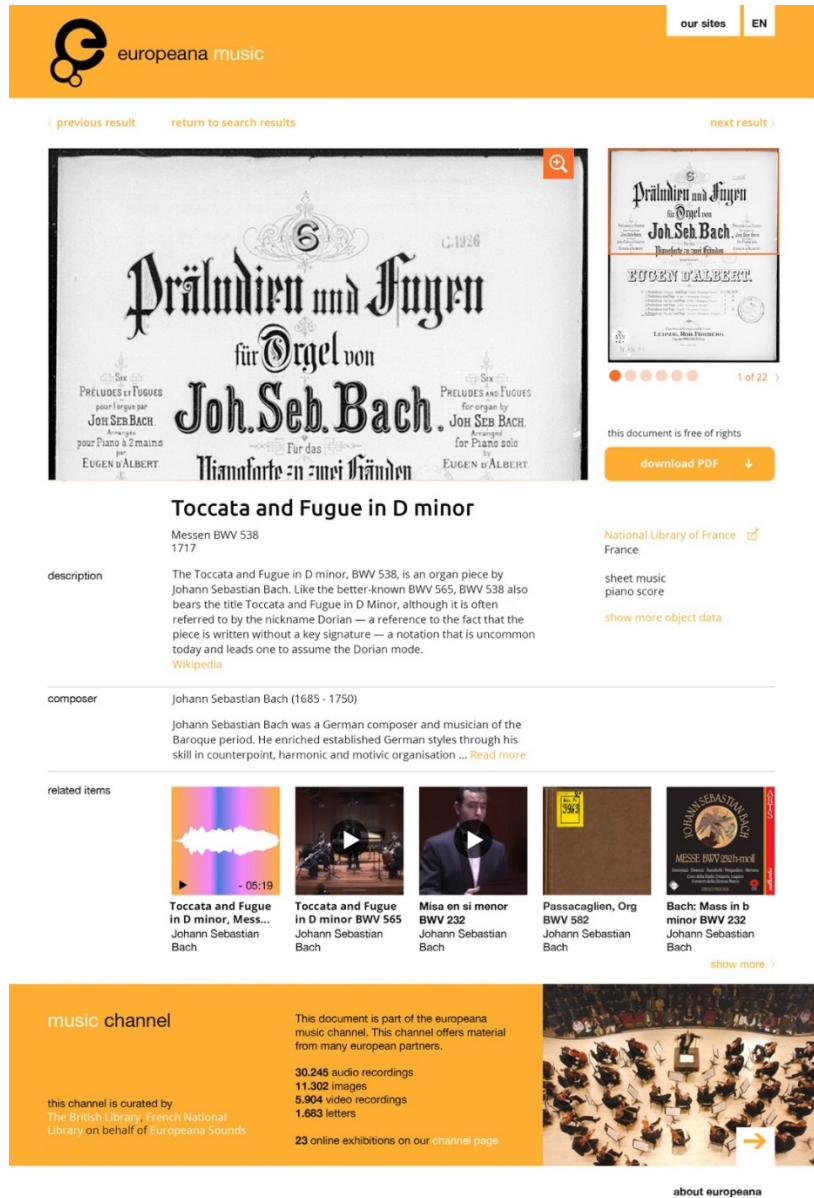
[about europeana](#)

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](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.



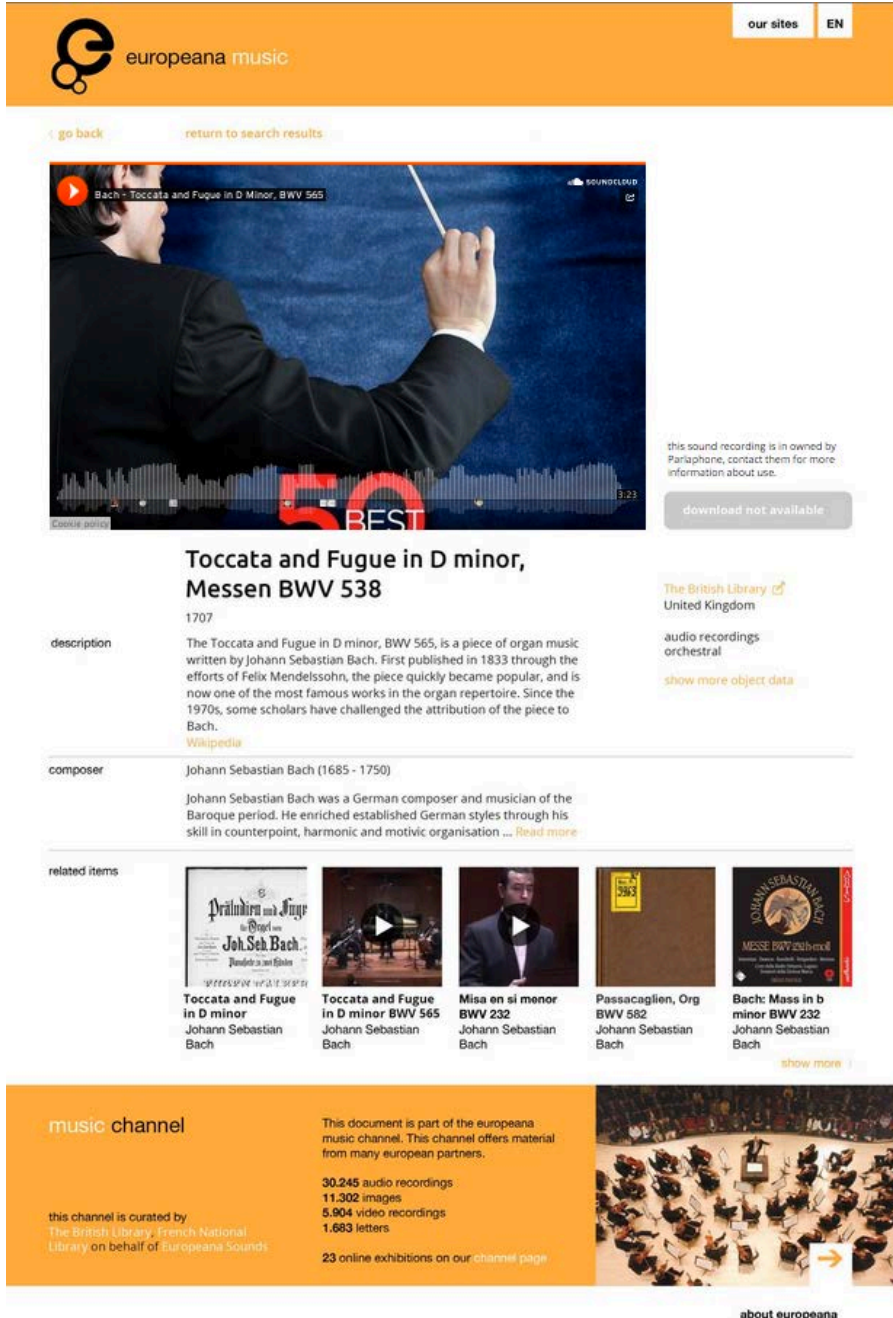
The screenshot displays the Europeana Sounds interface for a music document. At the top, there is a navigation bar with the Europeana Music logo and 'our sites EN'. Below this, there are navigation links: '< previous result', 'return to search results', and 'next result >'. The main content area features a large image of the sheet music cover for 'Präludien und Fugen für Orgel von Joh. Seb. Bach.' by Eugen d'Albert. Below the image, the title 'Tocatta and Fugue in D minor' is displayed, along with 'Messen BWV 538 1717'. A description follows, stating that the piece is an organ work by Johann Sebastian Bach, also known as BWV 565. The composer section identifies Johann Sebastian Bach (1685-1750) and provides a brief biography. A 'related items' section shows five thumbnails for other works by Bach. At the bottom, a 'music channel' section highlights that the document is part of a channel curated by The British Library and French National Library, and lists statistics: 30,245 audio recordings, 11,302 images, 5,904 video recordings, 1,683 letters, and 23 online exhibitions.

For objects representing famous works but with poor original descriptions, we aim to complement the display with descriptions sourced from Wikipedia<sup>5</sup>.

<sup>5</sup> 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<sup>6</sup> without the need for Europeana to store audio files.




The screenshot shows the Europeana Music interface. At the top, there is a navigation bar with the Europeana Music logo and 'our sites EN'. Below this, there are links for 'go back' and 'return to search results'. The main content area features a SoundCloud player for 'Bach - Tocatta and Fugue in D Minor, BWV 565'. The player includes a play button, a progress bar, and a volume icon. Below the player, the title 'Tocatta and Fugue in D minor, Messen BWV 538' is displayed, along with the year '1707'. A description follows, stating that the piece was written by Johann Sebastian Bach and first published in 1833. The composer information identifies Johann Sebastian Bach (1685 - 1750). A 'related items' section shows five thumbnails for other musical works by Bach. At the bottom, a 'music channel' section provides statistics: 30,245 audio recordings, 11,302 images, 5,904 video recordings, 1,683 letters, and 23 online exhibitions. The channel is curated by The British Library and French National Library.

Link: [http://demo.deanbirkett.name/400PDV/music\\_item\\_audio.html](http://demo.deanbirkett.name/400PDV/music_item_audio.html)

<sup>6</sup> 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<sup>7</sup> will have its own page on the channel, with descriptive and multi-lingual information pulled from Wikipedia<sup>8</sup>.


our sites | EN

[go back](#)

### Johannes Sebastian Bach


**description**

Composer  
1685 - 1750

Johann Sebastian Bach (31 March [O.S. 21 March] 1685 – 28 July 1750) was a German composer and musician of the Baroque period. He enriched established German styles through his skill in counterpoint, harmonic and motivic organisation, and the adaptation of rhythms, forms, and textures from abroad, particularly from Italy and France. Bach's compositions include the Brandenburg Concertos, the Goldberg Variations, the Mass in B minor, two Passions, and hundreds of cantatas. His music is revered for its technical command, artistic beauty, and intellectual depth.

Bach was born in Eisenach, Saxe-Eisenach, into a great musical family. His father, Johann Ambrosius Bach, was the director of the town musicians, and all of his uncles were professional musicians. His father probably taught him to play the violin and harpsichord, and his brother, Johann Christoph Bach, taught him the clavichord and exposed him to much contemporary music. Apparently at his own initiative, Bach attended St. Michael's School in Lüneburg for two years. After graduating he held several musical posts across Germany: he served as Kapellmeister (director of music) to Leopold, Prince of Anhalt-Köthen, Cantor of the Thomasschule in Leipzig, and Royal Court Composer to Augustus III. Bach's health and vision declined in 1749, and he died on 28 July 1750. Modern historians believe that his death was caused by a combination of stroke and pneumonia.

Bach's abilities as an organist were respected throughout Europe during his lifetime, although he was not widely recognised as a great composer until a revival of interest and performances of his music in the first half of the nineteenth century. He is now generally regarded as one of the greatest composers of all time.



*Johannes Sebastian Bach*  
National Library of France  
France

**Born:** 31 March 1685,  
Eisenach, Germany

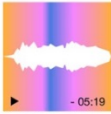
**Died:** 28 July 1950,  
Leipzig, Germany

**Period:** Baroque


**Influenced by:** Georg Böhm  
Richard Wagner,  
Anton Bruckner

---


**related items**




**Toccata and Fugue in D minor, Mess...**  
Johann Sebastian Bach




**Toccata and Fugue in D minor BWV 565**  
Johann Sebastian Bach



**Missa en si menor BWV 232**  
Johann Sebastian Bach



**Passacaglien, Org BWV 582**  
Johann Sebastian Bach



**Bach: Mass in b minor BWV 232**  
Johann Sebastian Bach

[show all >](#)

---


**music channel**


This document is part of the Europeana music channel. This channel offers material from many European partners.

30.245 audio recordings  
11.302 images  
5.904 video recordings  
1.683 letters

23 online exhibitions on our channel page

this channel is curated by  
The British Library, French National Library on behalf of Europeana Sounds





**Bach and the masters of Baroque**  
Bach, Handel, Vivaldi, Scarlatti. Discover their significant works, instruments and sheet music in our online exhibition.  
[start online exhibition >](#)

[about Europeana](#)

<sup>7</sup> Represented by an entry in an authority file or other controlled vocabulary e.g. VIAF and/or Freebase.


<sup>8</sup> 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](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<sup>9</sup> will have its own page on the channel.


our sites | EN

[go back](#)

### Baroque

Musical style  
1600 - 1750

**description**


Baroque music is a style of Western art music composed from approximately 1600 to 1750. This era followed the Renaissance, and was followed in turn by the Classical era. The word "baroque" comes from the Portuguese word barroco, meaning misshapen pearl, a negative description of the ornate and heavily ornamented music of this period. Later, the name came to apply also to the architecture of the same period.

Baroque music forms a major portion of the "classical music" canon, being widely studied, performed, and listened to. Composers of the Baroque era include [Johann Sebastian Bach](#), [George Frideric Handel](#), [Alessandro Scarlatti](#), [Domenico Scarlatti](#), [Antonio Vivaldi](#), [Henry Purcell](#), [Georg Philipp Telemann](#), [Jean-Baptiste Lully](#), [Arcangelo Corelli](#), [Tomaso Albinoni](#), [François Couperin](#), [Denis Gaultier](#), [Claudio Monteverdi](#), [Heinrich Schütz](#), [Jean-Philippe Rameau](#), [Jan Dismas Zelenka](#), and [Johann Pachelbel](#).


The Baroque period saw the creation of tonality. During the period, composers and performers used more elaborate musical ornamentation, made changes in musical notation, and developed new instrumental playing techniques. Baroque music expanded the size, range, and complexity of instrumental performance, and also established opera, cantata, oratorio, concerto, and sonata as musical genres. Many musical terms and concepts from this era are still in use today.

[Wikipedia](#)


**related items**




**Johann Sebastian Bach**




**George Frideric Handel**



**Antonio Vivaldi**




**Henry Purcell**



**Jean-Philippe Rameau**

[show all](#)



*Baroque theatre in Český Krumlov*  
[Wikipedia](#)

Preceded by: [Renaissance](#)  
Followed by: [Classical](#)


**music channel**

this channel is curated by  
The British Library, French National Library on behalf of Europeana Sounds

This document is part of the europeana music channel. This channel offers material from many european partners.

30.245 audio recordings  
11.302 images  
5.904 video recordings  
1.683 letters

23 online exhibitions on our channel page



about europeana

<sup>9</sup> 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](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<sup>10</sup>](http://styleguide.europeana.eu/).

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<sup>10</sup> <http://styleguide.europeana.eu/>

## 4 REFERENCES

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