ECP 2008 DILI 558001

Europeana v1.0

User tests reports

Deliverable number	*D1.3*
Dissemination level	*Public*
Delivery date	*31 March 2011*
Status	*Final*
Author(s)	*Europeana* *User Test Panel* *Institut national d'audiovisuel* *Centre for Digital Library Research,* *University of Strathclyde* *IRN Research*

*e*Content*plus*

---

[1] OJ L 79, 24.3.2005, p. 1.

Introduction

Europeana v1.0 has always been user centric in its development policy. One of the essential elements in ensuring user wishes and ideas are taken on board was performing user tests. Since the beginning of Europeana v1.0, there have been several activities to gather the input from our end-users:

- The first user testing done in the project Europeana v1.0 was the **Online User Survey** [Appendix 1] in May 2009 on the Europeana.eu prototype.
- From the respondents of this survey, 17 users were asked to become a member of the Europeana User Test Panel. Although this was done randomly, we aimed for a good distribution amongst professions, ages and nationalities. The panel has helped us in several ways since by:
    - completing a questionnaire based on the protocol used for the Focus Groups and Media Lab study (January 2010 – report attached in Appendix 2);
    - attending a meeting together with workgroup 1.1 'users' of Europeana v1.0 in Paris (29 March 2010, minutes attached in Appendix 3) where they participated in a workshop to write user scenarios while using the Personas developed in Europeana Connect;
    - giving feedback on changes made to the homepage (July 2010);
    - ging their input on value propositions for users and attendance of one panellist to one of the workshops around the Europeana Strategic Plan (September 2010);
    - giving feedback on Danube related changes (March 2011).
- A **website navigation review** [Appendix 4] from the Institut national d'audiovisuel in Autumn 2009.
- User research using **focus groups and a media lab,** undertaken at the end of 2009 by the Centre for Digital Library Research at the University of Strathclyde [Appendix 5].

In the beginning of 2011 a usability study performed by University College London on the Danube **(paper) prototypes** was started. This will be finalised at the end of May. The second **online user survey** is currently in progress and is scheduled to be finished late June 2011. Unfortunately both studies cannot therefore not be incorporated in this report.

The User Test Panel will continue to exist after the end of Europeana v1.0. The Europeana Office is currently evaluating the way we have used them during Europeana v1.0 and how we can best profit from their input in Europeana v2.0. Most likely the panel will be expanded to better represent our evolving user base . The User Text Panel will also be consulted more often and in more structured ways, for example asking them for their feedback in coordination with the Europeana release schedule.

Besides Europeana v1.0's efforts in gathering user feedback, Europeana Connect has completed many activities in relation to user tesing that have been most useful, notably the Personas Catalogue and Logfile Analysis. The latter has had a direct effect upon the way the site is developed and the former helps Europeana be more targeted in her communications and marketing. Europeana Connect, together with other European related projects, have been involved with Workgroup 1.1 'users' and presented their findings at meetings when relevant.

The results of the studies described above have fed into user requirements for both the Rhine and Danube release programmes. They have been disseminated to the wider network through the mailinglist and project website (RSS feed). All have been presented, discussed and validated by the users workgroup of Europeana v1.0 in workgroup meeting

Continuing to develop at the behest of users in ways that work for them will remain at the centre of Europeana.eu.

Appendices

1. **Online user survey** – May 2009

2. **Report questionnaire User Test Panel** – April 2010

3. **Minutes Europeana v1.0 Workgroup 1.1 and User Test Panel joint meeting** – 29 March 2010

4. **Website navigation review by experts at the Institut National d'Audiovisuel** – October 2009

5. **a. Focus Groups & Media Labs Research**, CDLR University of Strathclyde – October-

    December 2009

    b. Appendices