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## **D3.1: USER BEHAVIOUR BENCHMARK REPORT**

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<b>Author(s)</b>	<b>David Haskiya, Wiebe de Jager, Michelle van Duijn</b>
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## REVISION HISTORY AND STATEMENT OF ORIGINALITY

### Revision History

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1	29-05-2015	David Haskiya, Wiebe de Jager, Michelle van Duijn	Europeana Foundation	

### Statement of originality:

This milestone contains original unpublished work except where clearly indicated otherwise.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.

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[The personas created for Europeana 1914-1918 were part of the work we did for Europeana V2. While maintaining the service and adding new features during V3, these were the personas we kept in mind.](#)
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## 1. Executive summary

With new services on the horizon and existing products to maintain, we have done a lot of research about our users behaviour and preferences during Europeana V3. We aimed to improve the user experience and fitness of our services and tried to get a user perspective on not only the design of our services, but also their usability and functionality.

We have done research with regards to our Portal and the Art History Channel, Exhibitions, 1914-1918. Europeana Professional and the Statistics Dashboard and have used surveys, interviews and the methodologies mentioned in Milestone MS14 “Usability and methodology report” to conduct our research.

With the help of the conclusions and findings of the research, we were able to identify user needs, user preferences and future input for all of our services. We were also able to create personas which will help us improve our services on the long run and enable us to modify our products and marketing campaigns accordingly.

As a result of all our findings, we were able to set new goals and conduct an actionable list for the coming business years and formulate KPIs.

## 2. Background and scope

During Europeana V3 we aimed to facilitate the operation and development of Europeana for enriched metadata, digital objects and improved functionalities for the access and use of cultural resources; achieve better coordination and enlargement of the network of contributing organizations; create higher acceptance and usage rate among stakeholders and general public; and accomplish closer collaboration with the cultural and creative industries for the re-use of cultural resources. As the number of currently committed products and services grows, an increasing proportion of the time of the product-related activities at Europeana was spent on maintenance and operations. Meeting the requirements of specific projects required increasing use of external product development resources alongside the internal ones to accomplish business goals. This year we have made a significant shift to become a technical platform that enables the expanding sector of creative industries and others to make literal or transformative use of the contents of the Europeana repository. This required an ongoing rebalancing of resources from the end-user search portal to the enabling technologies and APIs that will lower current barriers to entry.

With new products on the horizon and existing products to maintain, the purpose of testing by users, interviews and all other forms of research (see “Europeana V3 MS 14 - Usability and methodology report” for more on the methods we have used) is to improve the user

experience and fitness of purpose of Europeana's products and services that are in development or have recently been launched.

We have performed user research focused on the following Europeana services<sup>1</sup>:

- Europeana Portal
  - Art History Channel
  - Fashion Channel
- Europeana Exhibitions
- Europeana 1914-1918
- Europeana Professional
- Europeana Statistics Dashboard

The purpose of this document is to provide you with the insights we have gathered during V3, the conclusions we have drawn and the actions we need to undertake as a result of those conclusions.

### 3. Europeana Portal user preferences and behaviour

Based on a survey that was part of Europeana V2 and went out in six different languages (English, French, German, Italian, Polish and Spanish) and was distributed via the Europeana website and various social media channels, and the follow up work we did during Europeana V3 in the form of interviews and research, we could conclude the following when it comes to our Europeana Portal users:

- Most of these end-users have a higher education in the form of a University degree or a postgraduate or equivalent.
- Our users enter the website via various routes like magazine articles, links from other websites, word of mouth or media coverage on television.<sup>2</sup>
- When it came to content preferences the most popular topics were: art, photography, maps, information about a specific historical period and academic/scientific articles/journals.
- Most of the Europeana Portal users have the goal to “explore within a topic”.
- “Browse by subject” was the most commonly requested additional feature.

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<sup>1</sup> Since the user research for Europeana Labs falls under Europeana Creative and the user research for the Europeana Music Channels falls under Europeana Sounds both of the findings concerning these services will not be covered in this document.

<sup>2</sup> Note however that the majority of portal users arrive via a Google search result. This is clearly proven by site usage statistics. These users tend to be more casual and are likely highly under-represented in the survey responses.

- Europeana Portal users would like to download the content presented to them for research, sharing and inspirational purposes, but didn't know they could.
- According to Google analysis, the main visitors of the search portal fall into the age groups of 25-34(33.50%) and 18-24(27.50%), followed by the range of 45-55(12.50%).
- As reported by the user survey on the search portal, the largest age group of the frequent visitors (48.06% of the respondents), who visit the site more than a few times a month, is also 25-34 years old, followed by the age group of 35-44 and 45-54 with considerable frequent visitors as well.

## Analyses and Actions

Based on these findings, we created two distinct Europeana Portal user types: (For a more in depth look at the persona's we have created for the portal, see section 8)

- **Culture vultures**
- **Culture snackers**

Based on the survey outcomes, user interviews and other user research<sup>3</sup> we came to the conclusion that the current portal design can be improved to be more in sync with these persona's and that there are various ways in which we can serve these users to better fit their needs.

- **Higher quality content** to serve the target audiences in their quest to find usable, shareable and reliable content for their professional and research needs.
- **Improved portal design** to focus more on the browsing experience, optimize user experience and help the user on their journey of exploring certain topics and put more emphasis on the various possibilities it has to offer (i.e. download, share, re-use, search etc.)
- **The development of Europeana Channels** to provide clearly highlighted 'browsing' paths through the site, servicing the exploratory impulse of a large proportion of visitors. To meet the need for in-browse topics and the ultimate user experience we will be developing the Europeana Channel concept. The development of the concept is part of the Europeana Sounds project and therefore will not be discussed further within this document.

To attain these goals, we will focus on even more user research in the future. With the help of designers and UX and UI experts, we will perform online surveys, interviews, A-B testing,












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<sup>3</sup> See MS14 Usability plan and methodology report for a full report on user research methodologies employed.

wireframing, sketching and prototyping that will eventually lead to a service that fit the target audience and meets their needs.

## Social media and other platform preferences

Looking at social referral traffic for the reporting period, it becomes obvious that Facebook still is the main driver of traffic to the Europeana portal. Next to blog platforms such as Blogger and WordPress, other important social traffic drivers are Twitter and Pinterest:

Social Network	Sessions	% Sessions
1. Facebook	41,720	 59.17%
2. Twitter	7,596	 10.77%
3. Blogger	7,323	 10.39%
4. WordPress	3,560	 5.05%
5. Pinterest	2,700	 3.83%
6. Sina Weibo	1,734	 2.46%
7. Netvibes	1,374	 1.95%
8. Google+ 	902	 1.28%
9. Tumblr	783	 1.11%
10. Taringa!	338	 0.48%

This is in line with our observations that Facebook accounts for most of the reach and impressions realised on external platforms. However, Facebook's changing algorithms (more details MS15 Traffic Report and Analyses) are a cause of great concern: organic reach will probably decline further in the future, as Facebook wants organisations to pay for extra reach and traffic.

## Analyses and actions

Facebook will continue to play a central role in our online dissemination and engagement activities. However, Europeana aims to further diversify its social media strategy, ie. making more use of platforms such as Google+ and Instagram. In addition Twitter and Pinterest remain steady platforms for engagement, hence these social media channels will remain in the mix.

## 4. Europeana Exhibitions user preferences and behaviour

Based on an online survey which was distributed via the Europeana Portal website, the Europeana Newsletter and our social media accounts, we were able to learn more about the Virtual Exhibitions users.

This was the first time we have investigated what type of users are making use of the exhibitions and we were able to draw the following conclusions:

- Most of the users visit the site once per month or more.
- Most of the users visit the exhibitions to educate themselves or get a deeper understanding of a certain topic.
- Most users would like to find their own path within the exhibitions.
- The users like in-depth and detailed information on a specific topic.
- Most users state that they would like to have a download option so they can save the exhibited items for either personal reference, educational purposes, sharing and re-use.
- The user's highly appreciate the learning opportunities around European History.
- They value the detailed presentation of rare or inaccessible objects/artifacts.

### **Analyses and actions:**

Since most of the Europeana Virtual Exhibitions visitors are recurring users, and might form a loyal user base in the future, we will perform more qualitative user research finding out what they are like and what their exact preferences are.

- **Perform in-depth interviews.**
- **Create personas for the Virtual Exhibitions.**
- **Reevaluate the design of the service.** The research suggests targeted use of the site content, rather than more informal browsing behaviours. The pattern of responses here appears to support the current navigational approach to some extent while leaning towards more freedom of movement through the site than is currently possible.
- **Delve deeper in the purpose of the exhibitions.** Testing the site with users to see if the current navigation scheme supports their preferred behaviours.
- **Improve exhibitions to aim more for the “educational experience”.**

To attain these goals, further analysis of the users is required. With the help of designers and UX and UI experts, we will perform online surveys, interviews, A-B testing, wireframing,



sketching and prototyping that will eventually lead to a service that fit the target audience and meets their needs.

## 5. Europeana 1914-1918 user preferences and behaviour

Based on an online survey which was distributed via the Europeana 1914-1918 website, the Europeana Portal and both of these service's social media accounts, we were able to gain new insights with regard to the target audience preferences and behaviour. The survey went out in three different languages (German, English and French).

- Many users come to the website to browse its content rather than to locate (a) specific item(s).
- Browsing content rather than searching for a specific item is the preference.
- The users like the visual design of the website.
- Users value the blogs that are written for the website.
- Annotation is important (for especially the French audience) but the users are not aware of the fact that they can on the website.
- Overall the users indicated that the service met their needs and expectations.
- When it came to the form to upload your story, the majority of the users indicated that it was "easy" to use.

### Analyses and Actions

Based on the survey outcomes, we came to the conclusion that there is little need to put major effort in the visual design for Europeana 1914-1918. We continue to write the blogs and update the website on a regular basis and undertake extra action on the following points:

- **Create more awareness for the website features.** Image annotations and tagging were practically unknown features to the respondents.. As this type of community engagement is likely to add value to the content and increase user investment in the site the benefits of these and similar features in the broadcast or increasing their prominence on the site is likely to enhance the site as a whole.
- **Investigate the possibility of a World War I Channel.** Since browsing content is the user's preference and we have already started developing Europeana Channels, it might be worthwhile to look into this possibility.
- **Small surveys to keep on point with regards to user satisfaction.** Do more research in the future to keep track of ever changing user needs.

## 6. Europeana Pro user preferences and behaviour

Basic user research for Europeana Pro was performed in the later part of Europeana V2 and will not be reported in this document. The purpose within Europeana v3 was to perform the user research needed to optimise the usability and accessibility of the site.

### Accessibility review and testing

The purpose of the review and testing was to gain more insight into how well Europeana Pro serves users with disabilities. Europeana Professional had been recently relaunched and since extensive testing had gone into the design, the accessibility aspect of the usability of the site had not been covered yet.

In an effort to ensure the product meets needs of all users, regardless of (dis)ability, we commissioned User Vision to conduct one to one user testing sessions with users who have visual and motor impairments. This was to provide a greater insight into how the site really works for users that access the web by keyboard-only and screen-readers and to identify any other accessibility related issues. The user testing enabled us to gain feedback from users on the experience of the Europeana Pro website<sup>4</sup>. Specifically, we wanted to look at the following aspects: findability, navigation, comprehension of content and how effective the search functionality is for these specific users.

One-on-one interviews were conducted with each participant lasting 60 minutes in total. Each session was recorded with screen capture, voice recording and video, to supplement written notes. A “think-aloud” protocol was employed to gain deeper insight into participants’ thought processes.

The following tasks were undertaken: (Participants did not manage all tasks within the one hour session).

1. **Homepage** – explore the homepage
2. **Find a project.** You heard that there is a project working towards promoting greater re-use of cultural heritage resources. Can you find out more about this project?
3. **Network members.** You would like to collaborate with others on a project you are working on. Use the site to find out who are current members from the University of Strathclyde.
4. **Sign up.** Now you have viewed the members list you would like to become a member yourself. Use the site to do so.
5. **Searching.** You would like to know more about Europeana Professionals and what they do. Use the site to find this information.

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<sup>4</sup> As the same Content Management System that powers Pro is used also for Europeana Labs and Europeana Research the conclusions and suggested improvement largely apply also to those sites.

6. **Events.** You are interesting in the Digital Heritage forum to be held in Spain in 2015. Can you find out more information on this event?
7. **Data Provider.** You would like to share your organisation's collection of data to Europeana Professional. Can you find out more about how you can do this?
8. **View the Europeana Team.** You would like to get in touch with someone to find out more on sharing your data. Use the site to find who to contact?

After the interviews took place, we were able to draw the following conclusions:

- Overall the users were pleased with the lettering and the size of the fonts.
- They preferred our style of "no 'click here' or 'read more' links".
- Users liked the big clickable areas.
- The structure could be better.
- Untagged elements and links were frustrating.
- They've experienced "too much assumptions" and "links with the same name".

## Analysis and actions

In order to make Europeana Professional more accessible for this specific group of users, it is worthwhile to undertake the following critical action points within the next round:

- **Accessible Rich Internet Applications (ARIA)** informs screen readers about web content that native HTML cannot
- **Additional testing** -- once changes have been made test the site again to ensure that the issues have been rectified Adopt a program of iterative testing to ensure that the experience of the site is fully inclusive.

To attain these goals, we will work with designers and UX and UI experts.

## 7. Europeana Statistics Dashboard user preferences and behaviour

### Research strategy and methodologies

The Statistics Dashboard prototype was released timed with the Europeana Annual General Meeting (AGM) in Madrid October 30-31. As numerous Europeana stakeholders attend the AGM the prototype was demoed live there with input from AGM participants solicited and documented. After the AGM the prototype has been available online and input has been received via mails and via personal communication at various events.

To gather input in a more systematic fashion, not only about the Statistics Dashboard but our stakeholders' use and need of statistics in general, a survey was sent out to all Europeana

data partners. As a follow-up in-depth interviews were held with 12 of the in total 42 survey respondents.

## Analysis and actions

First of all it should be noted that 70% of the survey respondents stated that they have no set targets or KPIs for their online collections and 60% responded that they do not measure referral traffic to their own collections site from Europeana.

In effect this means that for many partners, perhaps a majority, any statistics they receive concerning use and reach of their collections on/via Europeana cannot be evaluated in the context of their own goals and KPIs.

Another conclusion that can be drawn from the number is that Europeana should focus greater attention on making data partners aware of the advantages of a systematic and measurable approach to making their collections available online.

In regards to stated needs and wishes for metrics and features for the Statistics Dashboard a non-exhaustive and non-prioritised list of changes additions to add in future development are:

- Create data partner specific reports for all data partners
  - Extend the Top 10 items report to cover more items and allow for filtering on item type
  - Add export to CSV/Excel of all metrics in one file
- Add country specific reports
- Always allow for showing monthly change or trends
- Allow for export of graphs as images for inclusion in user's own reports
- Allow users to subscribe to push notifications at regular intervals (monthly, quarterly, half-year) and for specific reports
- Add reports on the most frequently used search keywords, both in Europeana and in Google that leads to Europeana
- Add more granular user profile metrics (e.g. mobile/desktop, returning/new users, demographics<sup>5</sup>)
- Add reports on user contributed content
- Include clear definitions of the terms used in the dashboard.

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<sup>5</sup> Note that collection of more detailed demographical data must be weighed in relation to Europeana's by design quite restrictive [Privacy Policy](#).

## 8. Persona development

A part of the information that we gathered from all of the research, went into the creation of several personas.

### Portal/Channels and Exhibitions

#### Personas Art & Art History

	<b>Linda</b>	Culture Vulture
<b>Age</b>	31	
<b>Occupation</b>	Freelance illustrator & designer	
<b>Interested themes</b>	Art & art history, natural history, fashion, music	
<b>Relevant platforms</b>	Pinterest, Tumblr, Rijksstudio	

Linda's life is all about arts. 7 years ago, she graduated as an art student. Now she has her own studio, working together with some friends.

As a freelance illustrator, she mainly works for projects to design illustration for books, based on which she makes exhibitions. She plays with other forms of art as well, such as patterns of floors and walls, prints for fashion, pottery, etc. She is quite fond of plants and insects, her personal logo and lots of her work is inspired by things in the nature.

Apart from design, Linda is also keen on research. In a recent project, she did a research why people don't write any more or write less. For one year she researched letters from 1940s until now, and made an illustration so it can be exhibited.

She gathers inspiration and resources for design and research from various channels, like images on Pinterest, Tumblr and Rijksstudio, movies, music, etc. She is inspired especially by the lyrics, and collects her favorite quotes of lyrics on Tumblr.



#### Goal

- To search & collect inspiration for her design work
- To search for resources for her research
- To share her works

#### Touch point

She saw a nice image shared on Pinterest, which is linked to Chamnet. Curiously she explored the site, and find some quite good content there.

#### Needs

- Search:** wants to have further information than images; able to know the color table, color name & paint name; wants to search content in various themes
- Collect:** wants to collect stuff of her interest, and make her own sets in form like a collage or mood board, possible to mix different content types; wants to have her own ordering of topics
- Create:** wants to share her design work and research results inspired by or using the resources on the platform; wants to have a "workplace" to store her creations
- Communicate:** wants to follow other users she likes



#### Personas Art & Art History

	<b>Paul</b>	
<b>Age</b>	42	
<b>Occupation</b>	Research fellow at university, cultural historian	
<b>Interested themes</b>	European history, art history	
<b>Relevant platforms</b>	Historici.nl, gallica.fr, britishmuseum.org, Louvre Boijmans van Beuningen museum, europeana.eu	

Paul is an expert on Dutch and Hungarian heritage. He does interdisciplinary research focused on diplomacy, network studies, political thought and early modern national identity in the East-Central Europe region in relation to Western Europe.

Paul has always liked digital humanities. He does discoveries on various sites on cultural heritage, uses and manipulates the materials for studies and teaching, publication and presentation. He finds it great fun to browse through the enormous sources and share the findings on Twitter and Facebook, with colleagues, students and friends.

For Paul, history is something which must be experienced by objects. He has the opinion that certain ideological changes at a time cannot only be experienced in books and texts, but at the same time in arts and crafts. He likes Rijksmuseum a lot, where he can collect and categorize high quality images on art and history.

Paul likes to share his academic efforts with others. Now he has earned some credits from academic discoveries which was now only possible through long and painful scientific work, publications etc. Through this, he has got in contact with some scholars he have quoted, and enhanced his presentation in academic life.



#### Goal

- To search, collect & categorize materials for his academic life
- To share his view as a cultural historian on art

#### Touch point

As an active user of Europeana, he found the new platform was launched on the main Europeana site. He likes the idea that it is built upon various themes.

#### Needs

- Search:** wants to search the content under a clear structure
- Collect:** wants to collect and categorize things he has found; wants to download some materials
- Create:** wants to share his research work and students projects related to the resources on the platform
- Communicate:** wants to exchange his knowledge and opinions in history and art; wants to get in touch with some scholars; wants to have some reputation in his research area
- Edit:** wants to provide information or relevant materials for some content

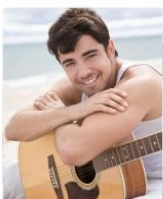


### Culture vultures

- The dedicated culture enthusiasts and "professionals". They have a strong interest in cultural heritage and probably a good knowledge about specific area(s). They are likely to work professionally with culture in one form or another, or to be a lifelong culture enthusiasts, including researchers, students, professionals and interested laymen.
- While having a broad general interest a culture vulture also typically has a special interest in, and knowledge of, one or a small number of specific topics, subjects, styles or genres.

- They could come from any industry, such as an art student, a teacher, a musician, a journalist, a travel agent, a retired botanist, etc. They usually have a higher education and/or are dedicated life-long learners.
- These users have the need of search for resources for specific topic(s) online and via other channels, to find resources to user in their own work or gain knowledge, expertise or inspiration.

### Personas Art & Art History



**James** Culture Snacker

Age	24
Occupation	Master student of music
Interested themes	Music, art, architecture, dance
Relevant platforms	Tumblr, Twitter

James is master student studying music composition. He studies the harmony, arranging, orchestration in traditional music, and combining with today's technology, creates music for film, TV, animation, games, etc. He plays the piano and guitar.

James has a great passion for life. Apart from music, he is interested in lots of things such as art, influenced by his mother, who is a nice painter. He enjoys visiting art museums, feeling the emotions and music in these artworks; street dance, he always performs with his team in some school events; and sports like basketball, bicycling, etc. He is open and curious to almost everything. For James, life should be rich and full of stimulations. That's the pool of inspiration for his music as well.

He is a digital native, knows well the latest information of digital gadgets, and likes to keep some cool stuffs that are affordable.

He is very sociable, often hangs out with friends at a cafe near the college. He is active on social platforms, not only to update his life with images and short videos, but also to search for interesting stuff there, especially posted by his friends.



#### Goal

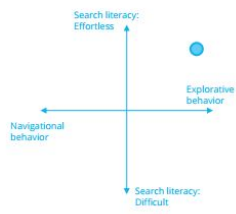
- To explore anything interesting about art & other themes
- To share interesting things with friends

#### Touch point

His mother recommended Channels to him. She mentioned that there's many resources on art & art history, and also music in the past.

#### Needs

- **Search:** wants to find lots of inspirational things easily
- **Communicate:** wants to share something with friends on social platforms
- **Create:** if he has time, he is glad to make something interesting stuff out of the materials, such as a video about art with music he composes or selects.



### Personas First World War



**Aaron** Culture Culture

Age	48
Occupation	Public librarian
Interested themes	Military history, science
Relevant platforms	Europeana 1914-1918, Military History Forum, Great War Forum, Google Culture Institute

Aaron is a senior librarian at a public library. He graduated from the School of Library and Information Science. Before the age of 14, he didn't know much about WWI other than the stuff shown in war movies. It was only when tracing his family tree and discovering many various members of the family who had fought, and in many cases died, that he started to take a more detailed interest.

After reading a copy of the letter sent to his gg-grandmother to tell her her son had been killed trying to defuse a German bomb, after learning that a slightly more distant relative was trapped up to his waste in a bomb crater in Passchendaele and died of his wounds two years after the end of the war, and that his great grandfather had served with RIF but very nearly died of Spanish Flu just at the close of the war it brought home to him how little he had actually thought of the individuals who made up the casualty statistics.

As a librarian, Aaron started reading lots of books on WWI, and also searches for information online. He is shocked by the history, proud of the men fought and believe strongly in the cause and did not regard their efforts as a waste. He thinks it is necessary to strive for an accurate picture of the history, to make people aware of the hard-earned life we have now.

Aaron is active on blogs and forums where there are subjects he is interested in. He enjoys communicating his knowledge and opinions to others, such as add information on Wikipedia, writing articles about the link between the past and the present which to him is a meaningful thing to do.



#### Goal

- To know more stories that happened in WW1
- To share the stories he knows to more people, unravel the mysteries of posed by inadequate information

#### Touch point

He used to visit Europeana 1914-1918 a lot. Recently he noticed that the content on the site has been immigrated to Channels.

#### Needs

- **Search:** wants to find the stories in WW1, especially those related to his family and country
- **Collect:** wants to collect and categorize his findings
- **Create:** wants to share the stories of his family in WW1; wants to share and recommend more materials he has found about WW1, such as photos, books; wants to write articles to express his ideas about the history
- **Edit:** wants to add, correct or refine the information of existing content
- **Communicate:** wants to discuss with people on some topics, either in comments or articles



Some points are similar for culture vultures:

- They value quality and depth of information.
- They have various channels to learn about or experience a specific topic, including getting inspiration from other genres of culture.
- In spite of their focused interest, they are always open and happy to learn new things and explore unfamiliar topics.

The other part of the Europeana Portal users consists of:

### Culture snackers

- They enjoy viewing culture-related content on the Internet, and share it with friends and followers, but the information on cultural heritage is just part of their daily information consumption.

- Different reasons can make them want to know more about cultural heritage. It could be that they are passionate about life, curious about many things, or that they would like to visit well-known museums and see some famous works by themselves, or that they would like to have a nice holiday outside.
- For them, the overall pleasant experience sometimes overweighs the quality or authenticity of content.

**Personas** First World War



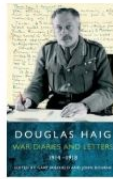
<b>Amy</b>	Culture culture
<b>Age</b>	52
<b>Occupation</b>	Research scientist
<b>Interested themes</b>	History, architecture, music, art
<b>Relevant platforms</b>	Europeana.eu, Historypin

Amy is a research scientist with the background of software engineering. Currently she is working on projects to develop personalized cultural experiences by seamlessly incorporating cloud-based information about the habits, preferences and motives of individuals into the digital content of a cultural object. She is interested in encouraging people to tell stories about places, to which people feel emotionally attached.

She is interested in local history. As a young girl, a mile away from her house, at that time in the middle of scrub-land, now in the middle of a course, there stood a small memorial constructed in the local sandstone. It commemorates a training camp which was only there for the duration of WW1. It is a place she was and still drawn to. Now she is determined to research its history as much detail as she can. She has put some pictures on the albums online.

Recently she has got in touch with an old neighbor from her childhood, whose father trained at the camp. He knows more about the place than she ever knows, and she wants to invite him to tell the stories to more people together.

Once she started reading the War Diaries whilst finding what happened to her husband's grandfather. She's lost count of tears. She quite appreciates the sacrifices made by a whole generation. As no one else in the family seemed to know anything about him, she felt a duty and obligation to tell his story to her children and grandchildren.



**Personas** First World War



<b>Bob</b>	Culture Snacker
<b>Age</b>	33
<b>Occupation</b>	Microbiologist
<b>Interested themes</b>	History, natural science, photography
<b>Relevant platforms</b>	Facebook, Google+

Bob is an environmental microbiologist. He studies microbes that live in the ocean. He goes out to the sea on research cruises, and there are lots of opportunities to travel to exotic places to take samples of microbes and microbial DNA to bring back to the lab for study. He likes to get close to the nature, and he always take pictures on his cruises.

Bob has a girl friend, and both of them are Christian. He is interested in WW1 history, around which some movements of the Christian took place, such as the Ecumenical Movement. He also has a broad interest other genres of history, such as Jewish history ("Christians and Jews share the same root, I think"). When he is free, he'd like to go to history museums with her girl friend. He thinks it is good to learn about where we come from, the differences and similarities in different cultures and religions.

Bob doesn't want to take history too seriously. For him, it is nice to see something about it, reflect on it a bit, then let the knowledge and insights influence your life unconsciously later.



**Goal**

- To search for more stories of WW1
- To collaborate with people on storytelling of the history

**Needs**

- **Search:** wants to find the stories in WW1, especially those related to her family and the places in her memory
- **Collect:** wants to collect her findings; wants to collect the materials to other platforms to expand her existing collections
- **Create:** wants to share the stories of her family and places in her memory in WW1; wants to share and recommend more materials he has found about WW1, such as photos, books
- **Communicate:** wants to collaborate with people on storytelling and finding information

**Touch point**

She used to search for materials of interest on europeana.eu. Then she found that Channels was launched on the site. She explores Channels and found a theme of WW1



**Goal**

- To find anything interesting on WW1 history
- To communicate his findings with friends

**Needs**

- **Search:** wants too find interesting stories about WW1 easily
- **Collect:** wants to collect his findings
- **Communicate:** wants to share something with friends on social platforms; wants to discuss or comment or some content sometimes

**Touch point**

He found a photo of a Christian in WW1 shared by his friend on Google+. He traced the link and found Channels. He found it includes some themes of his interest, including WW1.



For a more detailed look at the personas, see appendix I.

## Europeana 1914-1918

**Marcus**  
contributor (collector)  
europeana 1914-1918 user



Demographics	Behaviours	Needs / Goals
<ul style="list-style-type: none"> <li>40+ male</li> </ul>	<ul style="list-style-type: none"> <li>Active on specialised collectors sites &amp; WWI forums</li> <li>Used to search on the web for WWI memorabilia</li> <li>Buyer &amp; seller of memorabilia</li> <li>Memorabilia orientated, rather than story orientated</li> </ul>	<ul style="list-style-type: none"> <li>Wants to add expert knowledge to stories</li> <li>Wants notification when somebody comments on his stuff</li> <li>Wants to embed media</li> <li>Batch upload of images</li> <li>Wants to provide detailed metadata</li> </ul>

**Victoria**  
research assistant  
europeana 1914-1918 user



Demographics	Behaviours	Needs / Goals
<ul style="list-style-type: none"> <li>Research assistant in a film production</li> <li>29 years old</li> </ul>	<ul style="list-style-type: none"> <li>Skilled at online discovery</li> <li>Owns a tablet &amp; smartphone</li> <li>Uses online bookmarking service</li> </ul>	<ul style="list-style-type: none"> <li>Wants a list of film titles</li> <li>Clear copyright and reuse terms</li> <li>Contact info for the film archives</li> <li>Good technical metadata</li> <li>Clear download procedure</li> </ul>

The personas created for Europeana 1914-1918 were part of the work we did for Europeana V2. While maintaining the service and adding new features during V3, these were the personas we kept in mind.

**Alexander**  
researcher  
europeana 1914-1918 user



Demographics	Behaviours	Needs / Goals
<ul style="list-style-type: none"> <li>Middle aged</li> <li>Knows native language +1</li> <li>Graduate or higher</li> <li>Works in higher education</li> <li>Both teacher and researcher</li> </ul>	<ul style="list-style-type: none"> <li>Sometimes uses Facebook</li> <li>Uses iPad occasionally</li> <li>Does not know Europeana</li> <li>Likes to browse by using controlled subjects and categories</li> </ul>	<ul style="list-style-type: none"> <li>Wants to access newspapers on the site</li> <li>Wants access to higher resolution content</li> <li>Wants detailed rich metadata</li> <li>Wants full text search</li> <li>Wants to search non-European sources</li> </ul>


**Benjamin**  
family historian  
europeana 1914-1918 user



Demographics	Behaviours	Needs / Goals
<ul style="list-style-type: none"> <li>Retired</li> <li>Native language + German</li> <li>Learns about site via mass media (newspapers / television / radio)</li> </ul>	<ul style="list-style-type: none"> <li>Uncomfortable with new technology</li> <li>Keyboard only user</li> <li>Does not own a tablet</li> <li>Does not use social media</li> <li>Uses site for genealogy</li> </ul>	<ul style="list-style-type: none"> <li>Needs simple interface</li> <li>Help on how to digitise and use site</li> <li>Wants to be able to submit text only stories</li> <li>Excellent localisation of the site</li> <li>Wants to contact other contributors</li> </ul>

We kept in mind that the users of the service were very divers and even made a separate persona for the cataloguers that were helping during the roadshows.

**Sonya**  
cataloguer  
europeana 1914-1918 cataloguer



Demographics	Behaviours	Needs / Goals
<ul style="list-style-type: none"> <li>Volunteer</li> <li>Knows native language +1</li> <li>University student</li> <li>Studies history</li> </ul>	<ul style="list-style-type: none"> <li>Active on social media</li> <li>Tech savvy</li> <li>May not be familiar with Europeana</li> </ul>	<ul style="list-style-type: none"> <li>Wants to easily add users and stories</li> <li>May need to add data afterwards from paper</li> <li>Some need to access stories from other cataloguers</li> </ul>

**Louise**  
local historian  
europeana 1914-1918 user



Demographics	Behaviours	Needs / Goals
<ul style="list-style-type: none"> <li>Geographically lives close to the war</li> <li>Middle aged</li> </ul>	<ul style="list-style-type: none"> <li>Collects historical information of local interest</li> </ul>	<ul style="list-style-type: none"> <li>Wants to provide local stories and items</li> <li>Wants information related to their area</li> <li>Local interest</li> <li>Map search</li> <li>Institutional attribution when contributing</li> </ul>

For a more detailed look at the personas, see appendix I.



## Europeana Professional

The personas for Europeana Professional have been created during Europeana V2. The work we have done during Europeana V3 is based on them.

### Persona 1 – Susanne, the registered network member



Computer literacy



**Susanne Mayer**

45 years old, married with one child. Has a M.A. in general history and has always worked in the cultural sector since 15 years. She speaks German and good enough English. Today she is a fulltime curator at a German museum.

**Her relationship with Europeana**

Her museum is part of the Europeana network, and herself is a registered network member. She got in contact since two years, when a first badge of data was provided to Europeana. Since then, she participated once in the AGM and receives the network newsletter. She isn't involved in any ongoing Europeana activities.

**Special requirements**

As she has to obey the internal IT policy, she is still working with IE 6.

**Her story about providing data**

After 1.5 years, she is up to provide a next badge of data to Europeana, but has forgotten how to do so.

**Her story about fundraising**

She's looking for funding to her projects, and means to raise funds and awareness.

**Her story about re-use of her data**

Her data is in Europeana and she wants it to be used by developers during the next Hackathon. How does she make sure that her data is suitable and included in the batch of data which will be available for developers during the next Hackathon?

After researching what the service is used for the most, we created the personas based on all users of Europeana Professional:

- Network members
- Data providers
- Potential data providers
- Policy Makers

For a more detailed look at all the personas, see appendix I.

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## 9. Traffic reports and analyses benchmark

An elaborate overview of key traffic metrics and social media performance is given in Europeana v3 MS15: Annual traffic report and analysis. This report also included a benchmark study in which key metrics of various digital heritage institutions are compared.

	Europeana.eu	DP.LA	DigitalNZ.org	TEL
<b>Number of items</b>	42,869,662	9,991,377	28,894,381	26,106,400
<b>Population of primary market</b>	507m (2014, EU-28)	319m (2014, USA)	4.5m (2013, NZ)	507m (2014, EU-28)
<b>Audience*</b>				
# of visits	4,372,177	661,266	202,436	591,810
# of unique visitors	3,500,792	489,129	133,326	453,545
# of page views	15,432,507	2,256,401	1,162,921	3,049,483
# of pages/session	3.53	3.41	5.74	5.15
average visit duration	2:14	2:52	5:45	3:54
bounce rate	53.0%	41.2%	41.2%	52.8%
<b>Behaviour</b>				
% CTR to external	44.4%	32.4%	n/a	n/a

content providers				
<b>Mobile</b>				
% desktop	81.0%	74.4%	78.9%	88.7%
% mobile	10.1%	15.3%	9.8%	6.9%
% tablet	8.9%	10.3%	11.2%	4.4%
<b>Acquisition</b>				
% Organic Search	67.3%	50.4%	34.4%	57.8%
% Referral	18.0%	17.5%	39.9%	25.3%
% Direct	11.4%	24.6%	14.4%	15.1%
% (Other)	1.7%	0.0%	0.0%	0.0%
% Social	1.6%	7.3%	11.3%	1.7%
% Email	0.1%	0.2%	0.02%	0.0%

*\* In reality, it is very difficult to make a meaningful 1:1 audience comparison. The Europeana traffic numbers for example don't include visits to professional information pages, as they do in the example case of the DPLA. Furthermore the DPLA and DigitalNZ initiatives have other (smaller) target audiences and started in different years.*

## Benchmark with the DPLA and DigitalNZ

As part of Europeana v3 MS 15 - Annual traffic report and analysis: a comparison was made between key metrics of Europeana and two of its peers, DPLA and DigitalNZ. Although traffic numbers shouldn't be compared given the different target audiences, number of objects and maturity of the the projects, it is interesting to look at for example the percentage of mobile users and traffic sources.

## Analyses and actions

Compared to the DPLA, Europeana underperform in reaching mobile users (15% vs. 10%). When developing new versions of our websites we need to ensure they are developed along "mobile first" and responsive principles. This has been taken into account in the requirements for the new Channels infrastructure.

Another interesting difference is the percentage of traffic originating from social media. Both the DPLA (7.3%) and DigitalNZ (11.3%) websites recorded more traffic from social media channels than Europeana's portal (1.6%). The explanation is twofold: Europeana generates a much higher proportion of its traffic from organic search and Europeana's social media strategy is not exclusively aimed at generating referral traffic (but rather to gain impressions) .

## 10. Actions summary

- User experience research and design of (new) features and products to continue on all services. Design iterations to be test-driven and based on analytics, A/B testing and usability testing.

- Develop a new version of the Europeana portal with an emphasis on improving direct access to high quality content and introducing functions to help user browse into and across content
- Perform qualitative user research focused on virtual exhibitions and improve them even further as learning experiences
- Further develop the Statistics Dashboard to provide all data providers with reports specific to them as well as provide country specific reports
- Maintain Europeana Pro and fix its identified accessibility issues.
- Maintain Europeana 1914-1918 and make changes to increase the prominence of the user annotations features

## Future KPIs

- User rating of all services as “Good” or “Excellent”.
- AA WCAG accessibility rating for Europeana Pro (Y/N)
- Europeana search rated as equal to Google in recall and precision as evaluated in a formal benchmark test (Y/N)
- Performed guerilla usability test and/or A/B tests/other online tests - 48

## 11. References

Europeana V3 MS 14 - Usability and methodology report

Europeana V3 MS 15 - Annual traffic report and analysis

# Appendix I The Europeana Personas.

## Personas Art & Art History



### Linda

### Culture Vulture

<b>Age</b>	31
<b>Occupation</b>	Freelance illustrator & designer
<b>Interested themes</b>	Art & art history, natural history, fashion, music
<b>Relevant platforms</b>	Pinterest, Tumblr Rijksstudio

Linda's life is all about arts. 7 years ago, she graduated as an art students. Now she has her own studio, working together with some friends.

As a freelance illustrator, she mainly works for projects to design illustration for books, based on which she makes exhibitions. She plays with other forms of art as well, such as patterns of floors and walls, prints for fashion, pottery, etc. She is quite fond of plants and insects, her personal logo and lots of her work is inspired by things in the nature.

Apart from design, Linda is also keen on research. In a recent project, she did a research why people don't write any more or write less . For one year she researched letters from 1940s until now, and made an illustration so it can be exhibited.

She gathers inspiration and resources for design and research from various channels, like images on Pinterest, Tumblr and Rijksstudio, movies, music, etc. She is inspired especially by the lyrics, and collects her favorite quotes of lyrics on Tumblr.



### Goal

- To search & collect inspiration for her design work
- To search for resources for her research
- To share her works

### Touch point

She saw a nice imaged shared on Pinterest, which is linked to Channels. Curiously she explored the site, and find some quite good content there.

### Needs

- **Search:** wants to have further information than images; able to know the color table, color name & paint name; wants to search content in various themes
- **Collect:** wants to collect stuff of her interest, and make her own sets in form like a collage or mood board, possible to mix different content types; wants to have her own ordering of topics
- **Create:** wants to share her design work and research results inspired by or using the resources on the platform; wants to have a "workplace" to store her creations
- **Communicate:** wants to follower other users she likes



## Personas Art & Art History



### Paul

<b>Age</b>	42
<b>Occupation</b>	Research fellow at university, cultural historian
<b>Interested themes</b>	European history, art history
<b>Relevant platforms</b>	Historici.nl; gallica.fr; britishmuseum.org; Louvre Boijmans van Beuningen museum; europeana.eu

Paul is an expert on Dutch and Hungarian heritage. He does interdisciplinary research focused on diplomacy, network studies, political thought and early modern national identity in the East Central Europe region in relation to Western Europe.

Paul has always liked digital humanities. He does discoveries on various sites on cultural heritage, uses and manipulates the materials for studies and teaching, publication and presentation. He finds it great fun to browse through the enormous sources and share the findings on Twitter and Facebook, with colleagues, students and friends.

For Paul, history is something which must be experienced by objects. He has the opinion that certain ideological changes at a time cannot only be experienced in books and texts, but at the same time in arts and crafts. He likes Rijksmuseum a lot, where he can collect and categorize high quality images on art and history.

Paul likes to share his academic efforts with others. Now he has earned some credits from academic discoveries which was now only possible through long and painful scientific work, publications etc. Through this, he has got in contact with some scholars he have quoted, and enhanced his presentation in academic life.



### Goal

- To search, collect & categorize materials for his academic life
- To share his view as a cultural historian on art

### Touch point

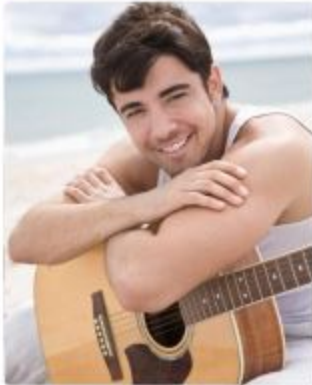
As an active user of Europeana, he found the new platform was launched on the main Europeana site. He likes the idea that it is built upon various themes.

### Needs

- **Search:** wants to search the content under a clear structure
- **Collect:** wants to collect and categorize things he has found; wants to download some materials
- **Create:** wants to share his research work and students projects related to the resources on the platform
- **Communicate:** wants to exchange his knowledge and opinions in history and art; wants to get in touch with some scholars; wants to have some reputation in his research area
- **Edit:** wants to provide information or relevant materials for some content



## Personas Art & Art History



### James

### Culture Snacker

Age	24
Occupation	Master student of music
Interested themes	Music, art, architecture, dance
Relevant platforms	Tumblr, Twitter

James is master student studying music composition. He studies the harmony, arranging, orchestration in traditional music, and combining with today's technology, creates music for film, TV, animation, games, etc. He plays the piano and guitar.

James has a great passion for life. Apart from music, he is interested in lots of things such as art, influenced by his mother, who is a nice painter. He enjoys visiting art museums, feeling the emotions and music in these artworks; street dance, he always performs with his team in some school events; and sports like basketball, bicycling, etc. He is open and curious to almost everything. For James, life should be rich and full of stimulations. That's the pool of inspiration for his music as well.

He is a digital native, knows well the latest information of digital gadgets, and likes to keep some cool stuffs that are affordable.

He is very sociable, often hangs out with friends at a café near the college. He is active on social platforms, not only to update his life with images and short videos, but also to search for interesting stuff there, especially posted by his friends.



### Goal

- To explore anything interesting about art & other themes
- To share interesting things with friends

### Touch point

His mother recommended Channels to him. She mentioned that there's many resources on art & art history, and also music in the past.

### Needs

- **Search:** wants to find lots of inspirational things easily
- **Communicate:** wants to share something with friends on social platforms
- **Create:** if he has time, he is glad to make something interesting out of the materials, such as a video about art with music he composes or selects.



## Personas Fashion



### Marie

### Culture Vulture

<b>Age</b>	26
<b>Occupation</b>	Exhibitions Assistant
<b>Interested themes</b>	Fashion, Art & Art History
<b>Relevant platforms</b>	Modekern, Vogue, Elle, Pinterest, Tumblr

Marie has recently graduated from the London School of Fashion, where she studies Design & Communication. Her first position in the workplace is at the Victoria & Albert, where she is an exhibitions assistant, helping arrange fashion exhibitions at the museum. Originally from Belgium, she is happy to now call London her home.

In her spare time Marie is also an active fashion blogger, and keeps up with latest trends by reading other blogs on her iPad whilst on her daily commute.

She wished that the Europeana Fashion Channel existed while she was studying, as it would have been a great place to do research, and find out information such as who influenced who in the design world.

For her blog, Marie is excited to be able to download and use the large images freely, not only ones from history, but also contemporary fashion, which she can find easily by searching through dates and seasons.



### Goal

- Wants to search for contemporary and historical fashion images and video.
- Wants to be inspired by seeing good visual content.
- Wants to download content to share on her own blog.

### Needs

**Search:** Wants to filter search results to find exactly what she is looking for. Would like to filter by dates, seasons, designers, or materials.

**Browse:** Wants to be inspired by beautiful imagery to see what jumps out to her.

**Download:** Wants to download hi resolution images to share and comment about on her own blog.

### Touch point

She saw a nice image shared on Pinterest, which took her through to the Europeana Fashion Channel.



## Personas First World War



### Aaron

### Culture Vulture

<b>Age</b>	48
<b>Occupation</b>	Public librarian
<b>Interested themes</b>	Military history, science
<b>Relevant platforms</b>	Europeana 1914-1918, Military History Forum, Great War Forum, Google Culture Institute

Aaron is a senior librarian at a public library. He graduated from the School of Library and Information Science. Before the age of 14, he didn't know much about WWI other than the stuff shown in war movies. It was only when tracing his family tree and discovering many various members of the family who had fought, and in many cases died, that he started to take a more detailed interest.

After reading a copy of the letter sent to his gg-grandmother to tell her how her son had been killed trying to defuse a German bomb, after learning that a slightly more distant relative was trapped up to his waste in a bomb crater in Passchendaele and died of his wounds two years after the end of the war, and that his great grandfather had served with RAF but very nearly died of Spanish Flu just at the close of the war it brought home to him how little he had actually thought of the individuals who made up the casualty statistics.

As a librarian, Aaron started reading lots of books on WWI, and also searches for information online. He is shocked by the history, proud of the men fought and believe strongly in the cause and did not regard their efforts as a waste. He thinks it is necessary to strive for an accurate picture of the history, to make people aware of the hard-earned life we have now.

Aaron is active on blogs and forums where there are subjects he is interested in. He enjoys communicating his knowledge and opinions to others, such as add information on Wikipedia, writing articles about the link between the past and the present which to him is a meaningful thing to do.



### Goal

- To know more stories that happened in WW1
- To share the stories he knows to more people, unravel the mysteries of posed by inadequate information

### Touch point

He used to visit Europeana 1914-1918 a lot. Recently he noticed that the content on the site has been immigrated to Channels.

### Needs

- **Search:** wants to find the stories in WW1, especially those related to his family and country
- **Collect:** wants to collect and categorize his findings
- **Create:** wants to share the stories of his family in WW1; wants to share and recommend more materials he has found about WW1, such as photos, books; wants to write articles to express his ideas about the history
- **Edit:** wants to add, correct or refine the information of existing content
- **Communicate:** wants to discuss with people on some topics, either in comments or articles





## Personas First World War



### Amy

Culture vulture

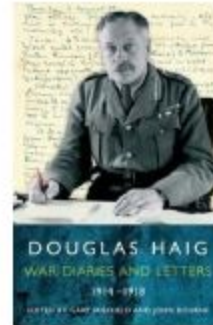
<b>Age</b>	52
<b>Occupation</b>	Research scientist
<b>Interested themes</b>	History, architecture, music, art
<b>Relevant platforms</b>	Europeana.eu, Historypin

Amy is a research scientist with the background of software engineering. Currently she is working on projects to develop personalized cultural experiences by seamlessly incorporating cloud-based information about the habits, preferences and motives of individuals into the digital content of a cultural object. She is interested in encouraging people to tell stories about places, to which people feel emotionally attached.

She is interested in local history. As a young girl, a mile away from her house, at that time in the middle of scrub-land, now in the middle of a course, there stood a small memorial constructed in the local sandstone. It commemorates a training camp which was only there for the duration of WW1. It is a place she was and still drawn to. Now she is determined to research its history as much detail as she can. She has put some pictures on the albums online.

Recently she has got in touch with an old neighbor from her childhood, whose father trained at the camp. He knows more about the place than she ever knows, and she wants to invite him to tell the stories to more people together.

Once she started reading the War Diaries whilst finding what happened to her husband's grandfather. She's lost count of tears. She quite appreciates the sacrifices made by a whole generation. As no one else in the family seemed to know anything about him, she felt a duty and obligation to tell his story to her children and grandchildren.



### Goal

- To search for more stories of WW1
- To collaborate with people on storytelling of the history

### Touch point

She used to search for materials of interest on europeana.eu. Then she found that Channels was launched on the site. She explores Channels and found a theme of WW1

### Needs

- **Search:** wants to find the stories in WW1, especially those related to her family and the places in her memory
- **Collect:** wants to collect her findings; wants to collect the materials to other platforms to expand her existing collections
- **Create:** wants to share the stories of her family and places in her memory in WW1; wants to share and recommend more materials he has found about WW1, such as photos, books
- **Communicate:** wants to collaborate with people on storytelling and finding information



## Personas First World War



### Bob

### Culture Snacker

<b>Age</b>	33
<b>Occupation</b>	Microbiologist
<b>Interested themes</b>	History, natural science, photography
<b>Relevant platforms</b>	Facebook, Google+

Bob is an environmental microbiologist. He studies microbes that live in the ocean. He goes out to the sea on research cruises, and there are lots of opportunities to travel to exotic places to take samples of microbes and microbial DNA to bring back to the lab for study. He likes to get close to the nature, and he always take pictures on his cruises.

Bob has a girl friend, and both of them are Christian. He is interested in WW1 history, around which some movements of the Christian took place, such as the Ecumenical Movement. He also has a broad interest other genres of history, such as Jewish history("Christians and Jews share the same root, I think"). When he is free, he'd like to go to history museums with her girl friend. He thinks it is good to learn about where we come from, the differences and similarities in different cultures and religions.

Bob doesn't want to take history too seriously. For him, it is nice to see something about it, reflect on it a bit, then let the knowledge and insights influence your life unconsciously later.



### Goal

- To find anything interesting on WW1 history
- To communicate his findings with friends

### Touch point

He found a photo of a Christian in WW1 shared by his friend on Google+. He traced the link and found Channels. He found it includes some themes of his interest, including WW1.

### Needs

- **Search:** wants too find interesting stories about WW1 easily
- **Collect:** wants to collect his findings
- **Communicate:** wants to share something with friends on social platforms; wants to discuss or comment or some content sometimes



# Marcus

contributor (collector)

europena 1914-1918 user



## Demographics

- 40+ male

## Behaviours

- Active on specialised collectors sites & WWI forums
- Used to search on the web for WWI memorabilia
- Buyer & seller of memorabilia
- Memorabilia orientated, rather than story orientated

## Needs / Goals

- Wants to add expert knowledge to stories
- Wants notification when somebody comments on his stuff
- Wants to embed media
- Batch upload of images
- Wants to provide detailed metadata

# Victoria

research assistant

europena 1914-1918 user



## Demographics

- Research assistant in a film production
- 29 years old

## Behaviours

- Skilled at online discovery
- Owns a tablet & smartphone
- Uses online bookmarking service

## Needs / Goals

- Wants a list of film titles
- Clear copyright and reuse terms
- Contact info for the film archives
- Good technical metadata
- Clear download procedure

# Alexander

researcher

europæana 1914–1918 user



## Demographics

- Middle aged
- Knows native language +1
- Graduate or higher
- Works in higher education
- Both teacher and researcher

## Behaviours

- Sometimes uses Facebook
- Uses iPad occasionally
- Does not know Europeana
- Likes to browse by using controlled subjects and categories

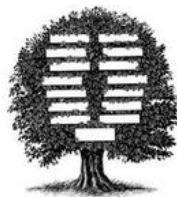
## Needs / Goals

- Wants to access newspapers on the site
- Wants access to higher resolution content
- Wants detailed rich metadata
- Wants full text search
- Wants to search non-European sources

# Benjamin

family historian

europæana 1914–1918 user



## Demographics

- Retired
- Native language + German
- Learns about site via mass media (newspapers / television / radio)

## Behaviours

- Uncomfortable with new technology
- Keyboard only user
- Does not own a tablet
- Does not use social media
- Uses site for genealogy

## Needs / Goals

- Needs simple interface
- Help on how to digitise and use site
- Wants to be able to submit text only stories
- Excellent localisation of the site
- Wants to contact other contributors

# Louise

local historian

europæana 1914–1918 user



## Demographics

- Geographically lives close to the war
- Middle aged

## Behaviours

- Collects historical information of local interest

## Needs / Goals

- Wants to provide local stories and items
- Wants information related to their area
- Local interest
- Map search
- Institutional attribution when contributing

# Sonya

cataloguer

europæana 1914–1918 cataloguer



## Demographics

- Volunteer
- Knows native language +1
- University student
- Studies history

## Behaviours

- Active on social media
- Tech savvy
- May not be familiar with Europeana

## Needs / Goals

- Wants to easily add users and stories
- May need to add data afterwards from paper
- Some need to access stories from other cataloguers

## Persona 1 – Susanne, the registered network member



### Susanne Mayer

45 years old, married with one child. Has a M.A. in general history and has always worked in the cultural sector since 15 years. She speaks German and good enough English. Today she is a fulltime curator at a German museum.

### Her relationship with Europeana

Her museum is part of the Europeana network, and herself is a registered network member. She got in contact since two years, when a first badge of data was provided to Europeana. Since then, she participated once in the AGM and receives the network newsletter. She isn't involved in any ongoing Europeana activities.

### Computer literacy



### Special requirements

As she has to obey the internal IT policy, she is still working with IE 6.

### Her story about providing data

After 1.5 years, she is up to provide a next badge of data to Europeana, but has forgotten how to do so.

### Her story about fundraising

She's looking for funding to her projects, and means to raise funds and awareness.

### Her story about re-use of her data

Her data is in Europeana and she wants it to be used by developers during the next Hackathon. How does she make sure that her data is suitable and included in the batch of data which will be available for developers during the next Hackathon?

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## Persona 2 – Franco, the soon to be data provider



### Franco Durant

51 years old, married with two childs. Has a M.A. in music history and has worked in the academic sector, but since 8 years in the cultural sector. He speaks Spanish and English, likes to avoid the latter. Today he is a project coordinator at a spanishlibrary.

### His relationship with Europeana

He have heard of Europeana by colleagues, but has never bothered too much, as Europeana didn't matter for his projects. But he is open for new ideas.

### Computer literacy



### Special requirements

Having a reduced contrast sensitivity gives him a hard time when it comes to reading longer texts . He often uses technical support like the text to speech feature of his browser when doing so.

### His story about setting up a project

At his library, he is in the proposal phase for an aggregation project, and looks for opportunities and means to get his proposal accepted.

### His story about identifying value

He heard about institutions providing data to Europeana but is unclear on the values of this for his institution.

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## Persona 3 – Greg, the tech evangelist



### Greg Harbor

31 years old, single. Has a Bachelor Degree in informatics, and stayed at his university to work at the arts history faculty in the development team responsible for aggregating the data.

### His relationship with Europeana

He is active member of the Europeana tech community and constantly works on providing data to Europeana. As developer he is also interested in the re-use of the aggregated data, so he participated already in two of Europeanas hackathons.

### Computer literacy



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### His story about participation

He needs to propose and argument his participation at events of next year, so his team lead can plan the budget and holidays.

### His story about re-use

He looks for project ideas and arguments for proposing a re-use project to the dean of his faculty.