



Europeana – Core Service Platform

DELIVERABLE

D6.2: Requirements for Europeana.eu

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REVISION HISTORY AND STATEMENT OF ORIGINALITY

Revision History

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This deliverable contains original unpublished work except where clearly indicated otherwise.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

Table of Contents

[Table of Contents](#)

[Purpose and scope of this document](#)

[Portal alpha and Music Channel alphas](#)

[User experience research and design](#)

[User research prior to the alpha releases](#)

[User Interface design of the new portal](#)

[User testing after the alpha releases](#)

[Strategy 2015 - 2020 and Business Plan 2015 priorities](#)

[Strategic objectives for 2020](#)

[Creative brief](#)

[Creative brief for Europeana Collections](#)

[Business plan priorities for 2015 and 2016](#)

[Development objectives and backlog items](#)

[Objectives](#)

[Backlog items](#)

[Product roadmap](#)

[Timeline](#)

[Major milestones](#)

[Appendix I: Design screens \(wireframes, comps and screenshots\)](#)

[Appendix II: Personas](#)

Purpose and scope of this document

The purpose of this document is to describe the priorities, objectives, and requirements for the Europeana products that support our end-user services. A product roadmap is also included to show in time when the new version of the portal and features within it will become available.

The products and components covered by these requirements and this document are:

- Collections Discovery Interface (commonly referred to as “the portal” or “Europeana.eu”)
 - Portal and Channels application
 - Portal and Channels CMS
- Exhibitions CMS and interface
- Blog (for end-users)
- Newsletter (for end-users)
- Europeana 1914-1918
- Europeana 1989 and 89 Voices
- Digital preservation of user created content, specification/prototype

Note however that while this document covers generic Channels application and CMS requirements it does not cover the requirements specific to the development of any particular channel, e.g. the planned Art History Channel.

In terms of time horizon this requirements document is valid for June 2015 - May 2016. The priorities laid down in the document will be formally reviewed, and if needed modified, by the Europeana management team every quarter and informally reviewed every two weeks at a standing status update between the Directors and the Chief Technology Officer and Chief Product Owner.

There are a number of other areas of product development and also end-user marketing oriented activities which are related to this document and its requirements. These are reported in the following deliverables and milestones:

- D6.1 Platform backend development. This document covers development of solutions for storage and indexing for search of metadata, entities and media as well as the APIs for search/retrieval and annotations.
- MS30 Search improvement plan. Due end of October 2015.
- MS11 Channels development and campaign plan (covers Art History Channel and Fashion Channel development). Due end of September 2015.
 - Europeana Sounds MS22 Audio Channels First Production Version. Delivered July 31.
- D2.1 Marketing and social media plan for end users 2015-2016, Due end of September.

Portal alpha and Music Channel alphas

Very early test version, so-called [alphas](#), of the new version of the [portal](#) and the first channel, [the Music Channel](#), have been released. They were released as public alphas in order to function as testbeds for gather user and stakeholder input and feedback. Throughout this document links are included to these alpha versions.

User experience research and design

User research prior to the alpha releases

As part of Europeana v2, Europeana v3 and Europeana Sounds we have performed extensive user research¹. Both with internal resources and with contracted usability and user experience companies and both quantitative and qualitative research.

Some main takeaways of this research are:

- Support exploration by other means than search
 - Browse by subject is the most desired feature for our users²
- To a higher degree provide direct access to media and explicit download options for media. Make it easier to search for and download available media.
- The following themes/types of content were most highly valued by our users³:
 - 1. Art 2. Photography 3. Maps 4. Content from/about a specific time period 5. Academic/scientific articles
- Provide more easily accessible information about Europeana as an organisation and the portal as a product
- Reinforce the trusted source nature of Europeana in all our communications⁴ to further capitalise on our main competitive advantage.

To distill the findings of the user research into a manageable and inspiring format a number of [personas](#) have been created, see Appendix II.

User Interface design of the new portal

During the course of the project Europeana 3.0 we created an updated visual design for Europeana web sites. The new design was first implemented on the Europeana Pro site and later Europeana Research and Europeana Labs. As part of both Europeana 3.0 and Europeana Sounds the UX design work for the new portal and channels has been initiated and the foundation laid down. Within the timeframe of DSI, year 1 it will continue to be extended and applied to the new portal, channels and exhibitions.

¹ Previously reported in Europeana Sounds MS19-20 and in Europeana 3.0 D3.1.

² See the [2014 portal survey](#) report

³ See previous footnote.

⁴ Users trust the Europeana content significantly more than that of other sites. Europeana was compared with the following services: Wikipedia, Project Gutenberg, Google Books, Google Art Project

User testing after the alpha releases

The first version of the portal is explicitly a test version. This means that its primary purpose is to function as a testbed for systematic testing and does not have as its goal to reach a maximum possible amount of users.

Throughout this period tests will be conducted and changes made to the portal based on those tests. Changes and updates will be made every two weeks even if small. The goal is to have the new version of the portal to, as much as possible, meet clear and consistently expressed user needs.

In this section the different kinds of tests we plan to perform in the period of August 2014 - January 2016 are briefly described.

Expert reviews (usability and accessibility)

A contracted user experience/usability freelancer will perform reviews of the usability⁵ and accessibility of the portal.

Analytics

During the test period we will be collecting usage statistics in Google Analytics and in the specialised testing service [Hotjar](#). The results of the tests will be evaluated to identify the user experience related issues and to measure the effect of changes made to fix those issues.

Surveys

To get quantitative data regarding the Music Channel as a whole and individual features within it, we will conduct a series of small surveys during the test period.

Usability and accessibility testing

To get qualitative data and input from our users during the testing period, we will conduct a series of in-person usability tests and at least one round of in-lab accessibility testing of the Music Channel⁶. These tests will be performed by a contracted usability company.

⁵ Also known as heuristic reviews. These are based on [industry best practices](#).

⁶ As the contracting resources are part of Europeana Sounds much effort will be focused on the Music Channel.

Strategy 2015 - 2020 and Business Plan 2015 priorities

Strategic objectives for 2020

Our strategy states as a goal for 2020 that Europeana will then be “*...the ultimate library, museum and archive of Europe. A place where you can find everything you ever wanted to know about European culture...*”.

Another relevant stated goal in the strategy is “*We want to become the first port of call whenever you are looking for cultural heritage, for authentic and trusted content that's ready for use and re-use.*”

This is a highly ambitious strategy and one that can only be realised over a number of years. Each year until 2020 building blocks need to be added to the Europeana platform and be exploited in the Europeana portal. This document and these requirements set the objectives for 2015 and the first half of 2016 only.

Of crucial importance, but outside the scope of this document, is a great investment into improving the quality and richness of our data.

Creative brief

The creative brief summarises the raison d'être of the portal: why it exists and who it exists for. As a product, if those two questions aren't clearly answered, it shouldn't exist at all. It provides the guiding principles for the design of the portal.

Its validity is more long-term than a year only and is thus to be viewed as part of realising the [Europeana strategy for 2015-2020](#). It is continually reviewed and, if needed, updated.

Note that in the Creative brief, the totality of the discovery interface, channels, exhibitions and blog, is called Europeana Collections. This is a suggested name aimed to replace “portal” or “Europeana.eu” in end-user communications. A formal decision on the naming has not yet been taken.

Creative brief for Europeana Collections

Brand Position

Europe's culture - collected for you

What do we want to achieve?

We want to make Europeana Collections **the** go-to discovery service for the discerning user looking for European digital heritage collections directly from source and with clear copyright marking.

By accomplishing that, we should substantially contribute to our data partners' goals of increasing the reach and use of their digital collections (and this will be reported back to them via the [Statistics Dashboard](#)).

What is the one key insight?

Our users want to be able to easily and speedily, via search or browse, find the cultural content that helps them do a better job (or better perform a non-job related task).

Who is our primary user?

Culture vultures, university educated, 25-75, broadly interested in culture and natural heritage, likely to work professionally with culture in one form or another or to be a lifelong culture enthusiast/ amateur researcher.

What do we want our users to do?

To find the cultural heritage content they were looking for, or weren't looking for, and (re-)use it with a clear understanding of its quality and copyright status.

How should we tell them?

The digital heritage content you're looking for, or didn't even know you were looking for, collected for you in one place: Europeana Collections.

Why would they?

Let's answer that with some real examples:

"In the old days we had to contact lots of small institutions. But often, we didn't even know where to start looking for content for our books and exhibitions. Europeana has changed that for us: the service has already **helped us to discover** many lesser known museum pieces and obscure **images that we would have missed otherwise**. That means we're able to **tell a better story**." - See more at:<http://pro.europeana.eu/blogpost/europeana-helps-us-tell-a-better-story-an-...>

"Europeana played a pivotal role in even identifying some of these archives in the first place. Our research process is far **easier** now, and **much less time consuming** as a result." - See more at:<http://pro.europeana.eu/blogpost/europeana-helps-us-tell-a-better-story-an-...>

Business plan priorities for 2015 and 2016⁷

The priorities of the development of end-user products are set in the [Europeana Business Plan](#). In relation to this document the sections of the business plan most relevant are: the introduction where it describes end-user services and product development goals, the End-user Services team objectives, and the Product Development team's task 6.5 and sub-task 6.5.2.

Research, design and develop the portal and channels engine and begin the phased consolidation of existing end-user applications (portal, exhibitions, and blog) into it. Create and configure two channels, Europeana Music and Europeana Fashion, in collaboration with Europeana Network partners. Develop the Europeana Art History channel using the Europeana 280 campaign to establish an editor in chief and editorial board.

Business Plan 2015, Product Development

"End-user Services focus on engaging audiences in specific thematic areas (this year art history, music, fashion, world war one) ... via the revamped and theme-based portal that allows more targeted browsing and promotion to specific customer segments such as fashionistas, art lovers and music buffs."

Business Plan 2015, End-user Services

"The priority will be on enhancing the core services in the platform, especially search and retrieval functionalities, and in improving the user experience."

Business Plan 2015, Product Development

⁷ First half of 2016 as defined by the end date of Europeana's first year of funding as a Digital Service Infrastructure.

Development objectives and backlog items

Objectives

Primary objective

A Europeana portal with an improved user experience and thematic access points (aka “Channels”) for Art History, Music, and Fashion. As a “stretch goal” we will aim to launch at least a test version also of a Newspapers channel.

Secondary objectives

- A Europeana portal that better supports direct media access and opportunities to download media (and metadata)
- A Europeana portal that better supports discovery via browsing and not only search
- A Europeana portal with a design and branding that is coherent with the other Europeana websites (i.e. Pro, Labs, Research)
- A Europeana portal rated AA according to Web Content Accessibility Guidelines ([WCAG](#)) accessibility guidelines
- A Europeana portal that better supports providing context and learning opportunities by deeper integration of exhibitions, blog posts, subjects and pages about historical figures.
- A Europeana portal that data partners can actively use to reach and engage with a larger and more diverse audience than they can via their own site only
- A Europeana portal that supports expert users in sharing their knowledge with the secondary effect of also improving our data and its discoverability

Backlog items

Backlog items comprise user epics⁸ and (high level) non-functional requirements⁹. The backlog items below are separated into development themes¹⁰. User epics and stories are continually evaluated based on user testing results, business priorities and feasibility. The backlog items below should be viewed as a longlist.

Discovery interface

The discovery interface is what the user sees and interacts with. A major goal of the development is to update the interaction and look and feel to make the Europeana portal easier to use and also to make it a more pleasing aesthetic experience.

User epic
As a user I want to be able to search by keyword in order to find exactly what I had in mind
As a user I want to be able to browse by subject and/or persons in order to explore without having to specify searches
As user I want to be able to browse by colour to find inspiring images
As a user I want to get help in the form of suggestions corrections when I search
As a user I want to be able to search for well known unique works and be guided to the best item Europeana has for that work
As a user I want to get help in the form of spelling corrections when I search
As a user I want to get help in searching for and finding content which is described in other languages than my own
As a user I want to be able to immediately access (view, read, play) media in the best resolution made available to Europeana by its data partners
As a user I want to be able to download media

⁸ A user epic is a “large” user story. A user story is a description consisting of one or more sentences in the everyday language of the end user that captures what a user does or needs to do as part of his or her job function.

⁹ Requirements on e.g. design and performance.

¹⁰ A set of user stories or user epics that share common purpose and can thus meaningfully be grouped together.

As a user I want to be able to switch between different ways of displaying search results in order to match my current search strategy (metadata centric, image centric)

As a user I want to be able to subscribe to changes to a specific search result

As a user I want to be able to get quick contextual information about subjects and persons when my search keyword matches with them

As a user I want to be able to filter search results by subject and/or resource type

As a user I want to be able to filter search results by reusability

As a user I want to be able to filter search results to only those where Europeana can offer direct access to media files

As a user I want to be able to filter search results to only those where Europeana can offer direct access to media files of certain technical qualities (resolution, duration, format, etc.)

As a user I want to be able to search the contents of other major digital libraries, e.g. DPLA, DigitalNZ and Trove, from within Europeana

As a user I want to get an overview of all providers of data to Europeana and browse their contributions from that overview

As a user I want to get an overview of the most recently added or updated datasets and be able to explore them

As a user I want to be able to subscribe to updates about new or updated datasets

As a user I want to be able to save my search preferences as a setting

As a user I want to be able to save a search for future use

As a user I want to be able to share my search result on common social media platforms

As a user I want to be able to download the media objects of all items in a search result

As a user I want to be able to download the metadata of all items in a search result

Non-functional requirements

The portal must comply with the Europeana Styleguide and visual branding

The portal must have a AA WCAG rating as evaluated by an external accessibility expert

Portal and Channels application

From a technical point of view¹¹ portal and channels are parts of a whole where the channels are built on top of the portal. They have the same relationship to each other as e.g. a specific YouTube channel has to YouTube as whole. This means that the portal can exist without channels but not vice versa. The portal is the platform upon which the channels are built.

Non-functional requirements
The portal must load its pages within 2 seconds 8 times out of 10.
The portal must be able to serve 300 concurrent users ¹² without load performance degrading
The portal must be able to dynamically generate standard compliant sitemaps for search engines
The portal and channels application must be based on open source components compliant with EUPL 1.1
The software must be well maintained and structured as well as documented properly - http://en.wikipedia.org/wiki/Software_quality .
The software must allow for relative ease of developing or modifying new components or features, such as by the means of using existing 3rd party plugins or components.
The portal and channels application must be scalable to support 20+ channels
The portal must be able to dynamically generate standard compliant sitemaps for search engines

Portal and Channels CMS

Note that from a technical of view the portal CMS and channels CMS are one and the same application.

¹¹ But not from a business and marketing perspective.

¹² As defined by Google Analytics real-time.

User epic
As a portal editor ¹³ I want to be able to feature new exhibitions and blog posts on the portal
As a portal editor I want to be able to feature the social media accounts specific to my channel
As a portal editor I want to be able to change the hero image of the portal landing page
As a portal editor I want to be able to edit all portal texts and static pages
As a portal editor I want to be able to translate the user interface of the portal (or invite partners to do so)
As a portal administrator I must be the only one able to create a new channel
As a Channels administrator I must be able to invite and manage all other types of channel users esp. channel curators
As a Europeana data partner I want to actively participate in the curation of a channel in order to increase the reach of and engagement with those of my collections that match the channel theme - I want to become a channel curator
As a Channels administrator I want to be able to create new channels
As a channel curator I want to be able to feature new exhibitions and blog posts on my channel in order to provide my users with learning opportunities, big or small
As a channel curator I want to be able to feature the social media accounts specific to my channel
As a channel curator I want to be able to feature selected browse entry points in order to draw user attention to some of my best content
As a channel curator I want to be able to change the hero image of my channel landing page
As a channel curator I want to be able to update the short channel description on my channel landing page
As a channel curator I want to be able to update the About page of my channel
As a channel curator I want to be able to translate the user interface of my channel (or invite partners to do so)

¹³ Typically portal editors would be members of Europeana End-user services team

As a user, I want to be able to know right away what virtual exhibitions are so that I don't get confused

As a user, I would like to be able to see an overview of all the exhibitions in a visual way so that it's easier for me to make a choice

As a user, I would like to be search for an exhibition of choice so I don't have to make my way to the entire page first

As a user, I would like to search for an exhibition via an object I remembered so that I don't have to click through all of them separately

As a user, I would like to see which channels the exhibitions relate to so I might find other exhibitions / objects that I am interested in

Exhibitions CMS and interface

During DSI, year 1, we plan to upgrade the Europeana Exhibitions aligning it more closely with the new version portal and the channels.

User epics

Exhibitions CMS/Editorial interface

As a creator, I would like to upload multiple items plus their descriptions in one go, so that I don't have to do all of them one by one.

As an exhibition curator, I would like to have a choice when it comes to layout, so no exhibition has to look the same

As a creator, I would like to be able to upload a CSV file or something similar so that I don't have to upload every object manually

As a creator, I would like to be able edit each object (add links, text and objects) to every object individually so that I don't have to upload everything again

As a creator, I would like to upload different types of content (images, sounds, pdf etc.) so that the user can experience every piece of content Europeana has to offer

As a creator, I would like to be able to add / edit text / links to individual objects so the user can have a more indepth experience

As a creator, I would like to be able to add / edit multiple objects (including sound) to text so the user doesn't have to browse through a bunch of the same objects with the same description

Exhibitions landing page

As a user, I want to know what VEs are and what I can do with them so that I don't have to figure it out as I go along.

As a user, I would like to be able to see an overview of all the exhibitions in a visual way so that it's easier for me to pick an exhibition that I like

As a user, I would like to be search for an exhibition of choice so I don't have to make my way to the entire page first

As a user, I would like to search for an exhibition via an object I remembered so that I don't have to click through all of them separately

As a user I want to be able to read PDFs within the exhibition item page and not get redirected elsewhere

As a user I would like to see which channels the exhibitions relate to, so I might find other exhibitions / objects that I am interested in

As a user, I would like to see the newest exhibition featured or highlighted somewhere on the page so I know that that might be an exhibition I haven't visited yet

As a partner, I would like to see that I am mentioned on the exhibition page so that I have a feeling of appreciation

As a user, I would like to know what the exhibition is about without having to enter it

As a user, I would like to have a highly visual experience so that I can decide at a glance if an exhibition or exhibited object is of interest to me

As a user I would like to be able to browse through different parts of the exhibition so I can only pick themes that interested me

As a partner, I would like to see a link to my institution on the home page so people will visit our website more often

As a potential partner, I would like to see a link / section on how to join a virtual exhibition so I can collaborate with Europeana to start an exhibition

As a creator, I want to create new exhibitions from time to time so I need to be able to upload new virtual exhibitions to the landing page

As a creator, I want the exhibitions landing page to change every now and then so I want to update the hero images

As a creator, I would like to edit the text on the landing page from time to time so I would like to have a system in place that enables me to do this

Exhibition homepage

As a user, I would like to know what the exhibition is about without having to start it

As a user, I would like to have more visual experience so that I can decide in a split second if this is interesting to me

As a user I would like to be able to browse through the different themes so I can only pick themes that interested me

As a user, I would like to know what kind of content types an exhibition has so that I can skip to the “good parts” easier

As a user, I would like to be able to get back to the exhibitions landing page when I change my mind about starting the exhibition

As a partner, I would like to be featured on the homepage of the exhibition I worked on so the user can find me

As a partner, I would like my content to be featured on the homepage of the exhibition so users can easily find what content I have within Europeana

As a creator, I would like to have a system in place so that I can manually edit the text on the homepage and change the imagery.

As a creator, I would like to add themes that lead to certain parts of the exhibitions so that users have “short cuts” to the topics of their liking.

As a creator, I would like to have something in place that will automatically display what Channel the exhibition is featured in so the user can explore more within his interest

Exhibition item page

As a user, I would like to be able to click on an object to see it in more detail

As a user, I would like to be able to read a lot about the object to learn more about it

As a user, I would like to know where the object comes from so that I can click through to the provider or the Europeana Portal Page

As a user, I would like to be able to play sounds on the page itself so I won't get redirected to a Europeana Portal Page

As a user I want to be able to view PDFs within the exhibition itempage so I won't get redirected elsewhere

As a user, I want to see a download button so that I can easily download the object if that is allowed

As a partner, I want to be able to see that my institution is the original source of the object so users will remember my institution

Non-functional requirements

Look and feel of the exhibitions should be aligned with the portal

Exhibitions should have a reference to the channel

The portal and channels application must be based on open source components compliant with EUPL 1.1

The portal must comply with the Europeana Styleguide and visual branding

The portal must have a AA WCAG rating as evaluated by an external accessibility expert

Blog

Europeana has a well-functioning blog and so the requirements listed in this section are change requirements only.

User epic

As a user I don't want to get lost or confused when navigating between portal and blog

As a user of a specific channel I want to get access to the (most recent) blog posts that match the channel's theme

As a user of the portal I want to get references/links to the blog post(s) in which the item I'm looking at is included so that I can get more context for the item.

Non-functional requirements

The blog should be fully aligned with the interaction, look and feel of the portal (and channels)

The blog should be fully integrated in the portal platform

The blog should support machine tags so that Europeana items linked to/used in a blog post also get links from the portal item display to the blog post(s)

User annotations

User annotations are contributions of metadata and creation of sets of items, not contribution of stories or media (though sets is a bit in between). User contribution of stories and media contribution is tentatively scheduled for development in DSI, year 2. Most of the development of user annotations are performed in the context of Europeana Sounds but is done in such a way as to not be specific to sound and sound related content only.

User epic

As a user I want to tag an item in order to improve its data and make it more discoverable for others

As a user I want to annotate an image in order to enrich its data and make it more discoverable for others

As a user I want to link one item to another item to show that they're related and help other users follow the connection between the two

As a user I want to be able to create and publish sets of items in order to create collections of my own

As a user I want my contributed public annotations to become immediately visible to other users

As a user I want to be able to choose which of my annotations are to be private and which are to be public

As a user I want to report an issue with another user's annotation or collection in order to eliminate incorrect or inappropriate annotations or collections

As a moderator I want to be able to get an overview of all user annotations and collections so that I can review them

As a moderator I want to be able to depublish an incorrect or inappropriate annotation

As a data provider I want to be able to download the user annotations for my items so that

I can integrate them at source

As a moderator I'd like to be able to show a leaderboard of the users who have contributed the most annotations in order to encourage further contributions and publicly acknowledge user's contributions

As a user I want my annotation contributions to be part of my user profile because then I feel I can take pride in how I have helped out Europeana and its partners

Non-functional requirements	Priority
User created annotations must be clearly presented as such in the user interface	High
User created annotations must be represented in EDM in such a way that they can't be mistaken for provided metadata	High
The terms of use for user contributed metadata to Europeana must be reviewed and if needed update	Medium

Newsletter

Europeana already has a well-functioning newsletter solution. This means that only change requirements are listed below.

Non-functional requirements	Priority
The end-user newsletter visual design should be completely aligned with that of the portal and comply with our visual branding	Low

Europeana 1914-1918

In order to focus all available resources on the development of the new portal and channels no development of Europeana 1914-1918 will take place. The site and service will be maintained and new user contributed and institutional content continually added. Planning will be made to migrate Europeana 1914-1918 to the new portal and channels engine as part of DSI, year 2.

Europeana 1989 and 89 Voices

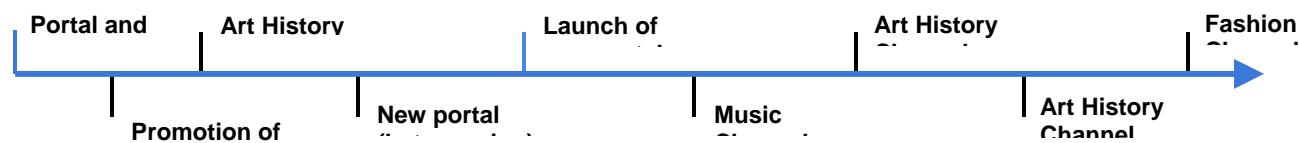
Maintenance and planning of migration to the channels engine or deprecation. Research a solution for the digital archiving and preservation of the user-contributed content.

Preservation of user contributed content

Research and limited prototyping of a solution for the digital archiving and preservation of the user-contributed content will be performed. As Europeana has no infrastructure or in-house competency with digital preservation a solution based on partnering with an institution that has such competency and infrastructure is a stated goal.

Product roadmap

Timeline



Major milestones

1. Music Channel¹⁴ in public alpha testing, early August 2015.
2. New portal¹⁵ and the Art History channel in public alpha testing, September 2015
3. New portal in beta. Current portal is renamed to old portal¹⁶ and kept as a failsafe, end of November 2015.
4. New portal and Music Channel in full production, end of January 2016. Current portal is shut down. First user annotation features in beta.
5. Art History Channel and new exhibitions in beta, end of February 2016
6. New exhibitions (starting with Art 280) in production, end of March 2016
7. User annotations and Fashion Channel in production, end of May 2016. By this time a number of existing exhibitions¹⁷ will also have been migrated to the new exhibitions. Art and music related exhibitions will be migrated first. An alpha Newspapers channel may be available.

¹⁴ Available at <http://music.europeana.eu>

¹⁵ Available at <http://test.europeana.eu>

¹⁶ URLs redirected to old.europeana.eu and site blocked from search-engine crawlers.

¹⁷ Currently there are 17 exhibitions. As the migration will be semi-automatic we cannot guarantee they have all been migrated by the end of DSI, year 1. Some may carry over into DSI, year 2.

Appendix I: Design screens (wireframes, comps and screenshots)

This appendix includes a number of [wireframes](#), [comps](#) and screenshots from [the alpha version of the new version of the portal](#) or the clickable prototype that preceded the alpha portal. Many of them have been previously included, at least in earlier versions, in Europeana Sounds milestones and deliverables. The images serve as illustrations of intended display and functionalities and are also often used as part of user story acceptance criteria in development. That said they do not necessarily encompass all the individual requirements listed in this document nor are all wireframes or comps we've created included. It must also be noted that the design and development process is iterative and cyclical. Unlike the Mona Lisa a website is never truly finished.



Fig 1: Iterating Mona Lisa by [Jeff Patton](#).

The design and development of the portal and channels currently ranges between steps 1 and 3 depending on feature. Core features that are required for the first “[minimum viable product](#)” release are further along than features that are planned to be added after the release of the new version of the portal and the first channel.

Portal landing page

The primary purpose of the portal landing page is to provide a first understanding of what the portal offers, who Europeana are, top-level browse entry points (i.e. channels and recently published exhibitions), latest news (blog posts) and, of primary importance, immediate access to begin searching. Many of the menu choices are at first not available in the alpha portal but will be added in as development progresses.



Fig 2. Screenshot of the [Europeana portal landing page](#) (alpha).

As a new product, Channels, are introduced with the new portal it must be recognised that channels need to be viewed from the perspective of the portal as a whole. The Channels concept envisions channels as thematic access points to the data in Europeana. The themes are subsets of data in Europeana and go across languages, countries and data providers. Individual Channels must thus be easily found and navigated to from the portal landing page.

Channels landing page, with the Music Channel landing page as the example
Users may access this page from navigating menu of the main portal (see Portal Landing Page above), by clicking on a web search engine result page, or clicking on a links shared online, in Emails, or bookmarks.

For all these arrival paths the channel landing page is intended to provide orientation to the user: Where am I? What can I do here? Which type of content is available? What has changed since I last visited? The user must find answers to these questions on the landing page of the channel..

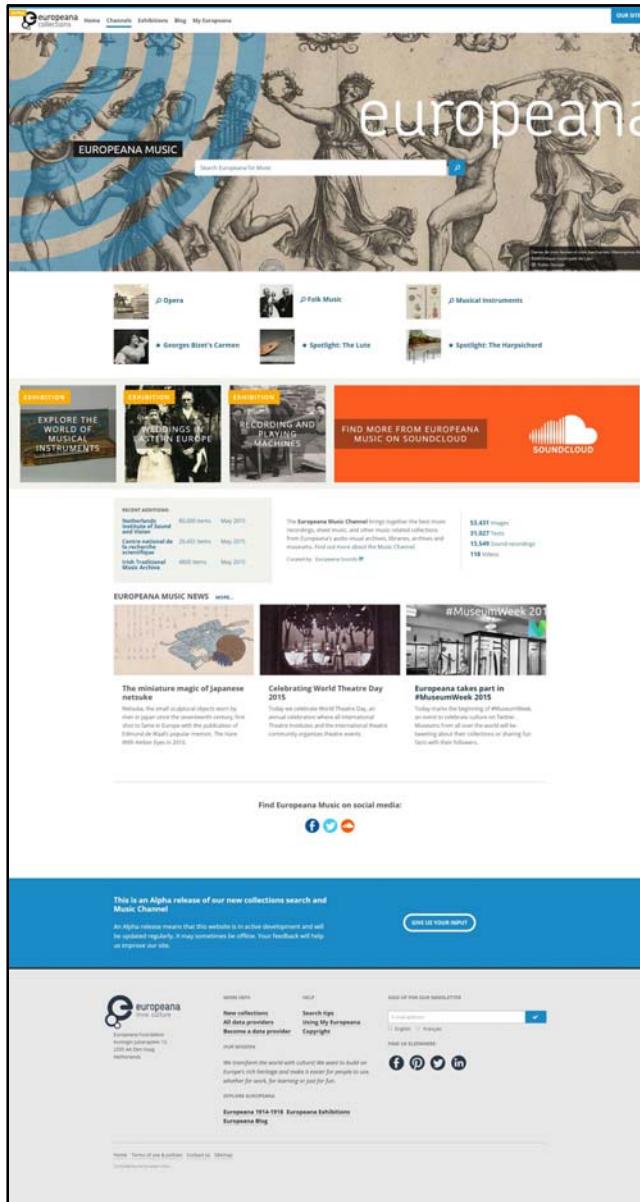


Fig 3. Screenshot of the [Music Channel landing page](#) as first released.

The main components of the landing page are:

1. **Channel name**, each channel will have a unique name that immediately communicates its content theme.
2. **Hero image**, visualises the content of the channel. The hero image must visually and viscerally communicate the content theme of the channel (see more below).
3. **Search box**, the main focus of the channel landing page (as befits a search service).
4. **Browse entry points**, gives a user the option to begin by browsing rather than searching. This is often preferred by users who are looking for inspiration and exploration rather than one or more specific items. Browse entry points are typically based on subjects, types of objects or creators (authors, composers, musicians, artist, etc.) but are editorially created and thus very flexible.
5. **Featured exhibitions and social media presences**, gives a user looking for context and learning opportunities direct entry points to what they are looking for. If a channel has a particularly strong presence on a social media platform, like the Music Channel on SoundCloud, then it can also be featured here.
6. **Channel description**, a brief description of the channel including a link to find out more about it¹⁸.
7. **Channel curator(s)**, provides attribution to the caretakers of the channel and reinforces the authoritative nature of Europeana as a trusted source of authentic heritage content. The latter is consistently evaluated as Europeana's main differentiator vis-à-vis sites like Wikipedia and Google.
8. **Collections overview**, gives the user context and overview, especially featuring recently added collections. The overview is automatically created by querying the content of the channel.
9. **Social media presences**, provides shortcuts to common social platforms where the channel is represented.
10. **Alpha banner**, present on every Portal and Music Channel page during the testing period. It serves to make the user aware that the service is in a testing stage and encourages them to provide input on the service.

Under the channel curators/sponsors editorial control are: hero image, featured browse entry points, and featured exhibitions. These can be edited by the channel curators/sponsors to keep the landing page fresh and give users extra reason to revisit the channel regularly. Channel curators/sponsors would also be likely to be producers and curators of exhibitions relevant to the channel theme.

The Music Channel landing page has its own [web address](#) allowing users to bookmark it and search engines to index it¹⁹.

Art History Channel landing page preview

¹⁸ In earlier iterations this description was higher up in the visual hierarchy. However, user testing showed most users glossing over it.

¹⁹ Note that during the testing period the portal and Music Channel are blocked from indexing by search engines. This is to safeguard the SEO of the current Europeana Portal.

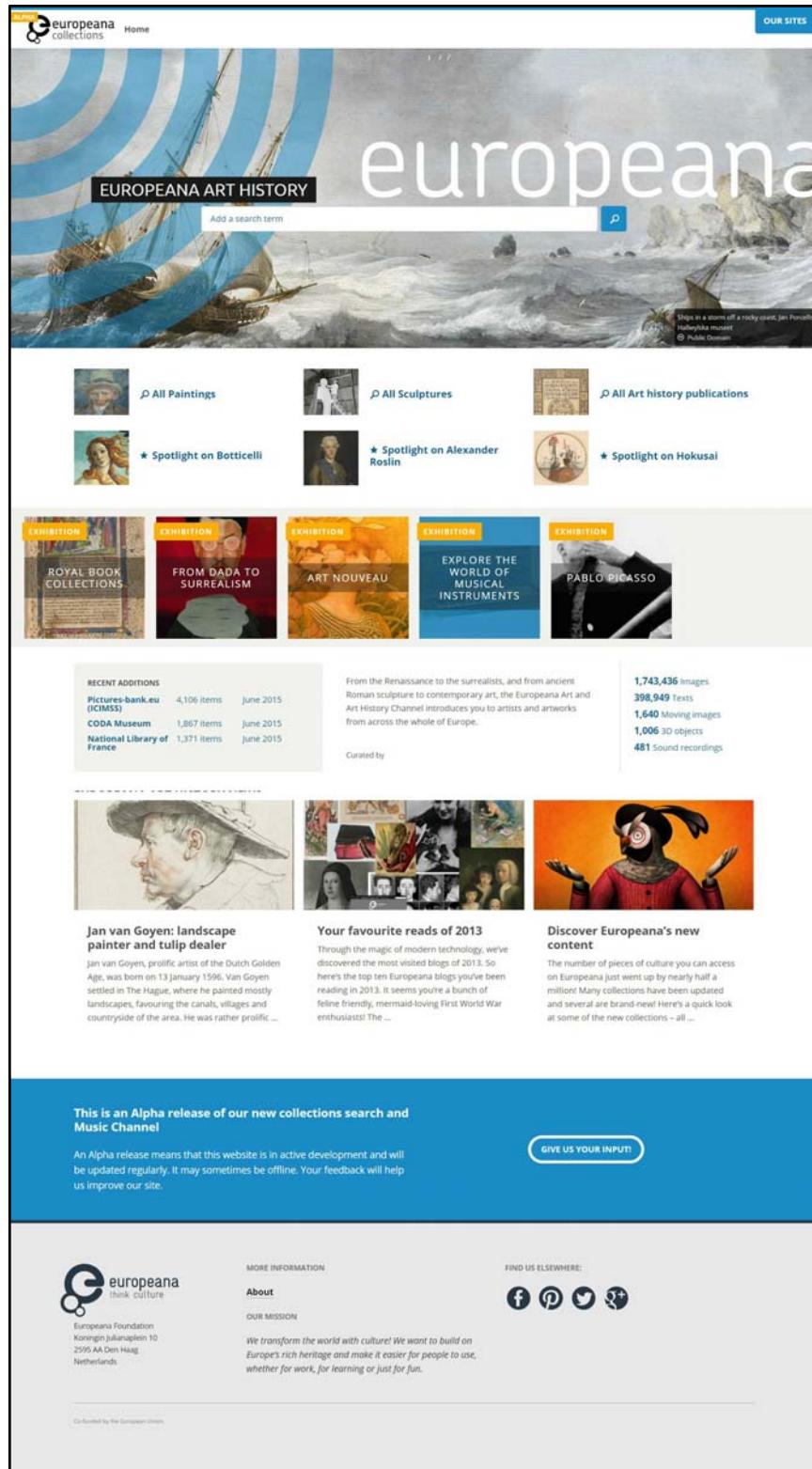


Fig 4. The Art History Channel is still in pre-alpha and the screenshot is indicative only.

Guidelines for selecting hero images

- Channel hero images must immediately and viscerally communicate the theme of the channel. They should be of individual objects, not be composites or mosaics.
- Channel hero images must be selected from images that are in Europeana and should be images that are included in the channel the hero image is added to the landing page of.
- Channel hero images must be at least 1600 pixels wide and be of high technical quality. Given the aspect ratio of the hero image landscape images typically work better than portrait. With portrait images cropping a very high resolution image is often necessary .
- Channel hero images should be either in the public domain, CC0 or be licensed for reuse and be without any no derivatives (ND) limitation²⁰.
- Channel hero images can be either coloured or greyscale but must not overpower the main focus of the landing page which is the search box
- Channel hero images should "draw in" the user. Images with a strong central perspective/sense of depth typically do this as do images where there are one or more persons "looking at" the user.
- With the search box being centered on the the image images must be chosen with that in mind in terms of its composition. Also keep in mind that the hero image is overlaid by the Europeana brand elements (cp. with [Europeana Pro](#))

²⁰ This includes Public Domain Mark, CC0, CC-BY, CC-BY-SA, CC-BY-NC, CC-BY-NC-SA and OOC-NC.

Search results page, list view

The result of searches will be represented with facets on the left, sort and display options above the results and pagination beneath. In the initial test release facets, sorting and display options will be limited with further options gradually introduced during the period of August 2015 - January 2016.

georges bizet's carmen X Add a search term Search

REFINE YOUR SEARCH

MEDIA

- Sound (18)
- Image (13)
- Text (7)

CAN I USE IT?

- Yes With Attribution (38)
- Only With Permission (583)

COUNTRY

- France (30)
- Latvia (7)
- Denmark (1)

LANGUAGE

- French (30)
Title="translation Missing:
En.global.facet.language.lv">lv (7)
<span Class="translation_missing"
Title="translation Missing:
En.global.facet.language.da">da (1)

PROVIDER

- The European Library (30)
- Europeana Sounds (8)

DATA PROVIDER

- National Library of France (30)
- National Library of Latvia (7)
- Statsbiblioteket (1)

More refinements

38 results

Carmen - Toreadorens sang. | Bizet, Georges, Georges Bizet
Komplet komposition spillet spillet af brødrene Dominico (violin) og Florindo (flygel) Variali, med slutannoncering. Slutannoncering: "Toreadorens Sang" af Carmen spillet af brødrene Variali, Juni måned 1894." Metadata research: Steen Kaagaard Nielsen. Lydrestaurering:...
Western classical music
[View at Statsbiblioteket](#) 
 Sound

Karmen. Priekšspēle 3. cēlenam | Max von Schillings, Schillings, Max von, Bizet, Georges, Georges Bizet
Music
[View at National Library of Latvia](#) 
 Sound

Toreadora ārija no operas "Karmen" | Bizet, Georges, Georges Bizet
Music
[View at National Library of Latvia](#) 
 Sound

Ziedu ārija no Ž. Bizē operas "Karmena" (1934) | Bizet, Georges, Georges Bizet
Music
[View at National Library of Latvia](#) 
 Sound

Fig 5. Screenshot of a [search result in the Music Channel](#). Note that the screenshot is cropped.

During the testing period of August 2015 - January 2016 more facet options will be added. These will include filters that will allow users to limit results to items with certain technical qualities (resolution, duration, file format, colour etc.).

Display options are also planned to encompass also a grid view option and functions to sort results based on relevancy, title, and date of publication/last update.

Item display page

The item display is the key page in the portal and the channels. It is where the user can access the item metadata and any linked media. While in the below sections item displays are presented by media type Europeana items can have mixed media: one record, representing for example a musical instrument, can e.g. have multiple photographs linked to it as well as a sound recording of it being played.

The item page user journey

Note that large majority of users²¹ of the Europeana portal arrive directly on an item page, rather than via a search from within Europeana. This pattern is expected to hold true also once channels have been introduced.

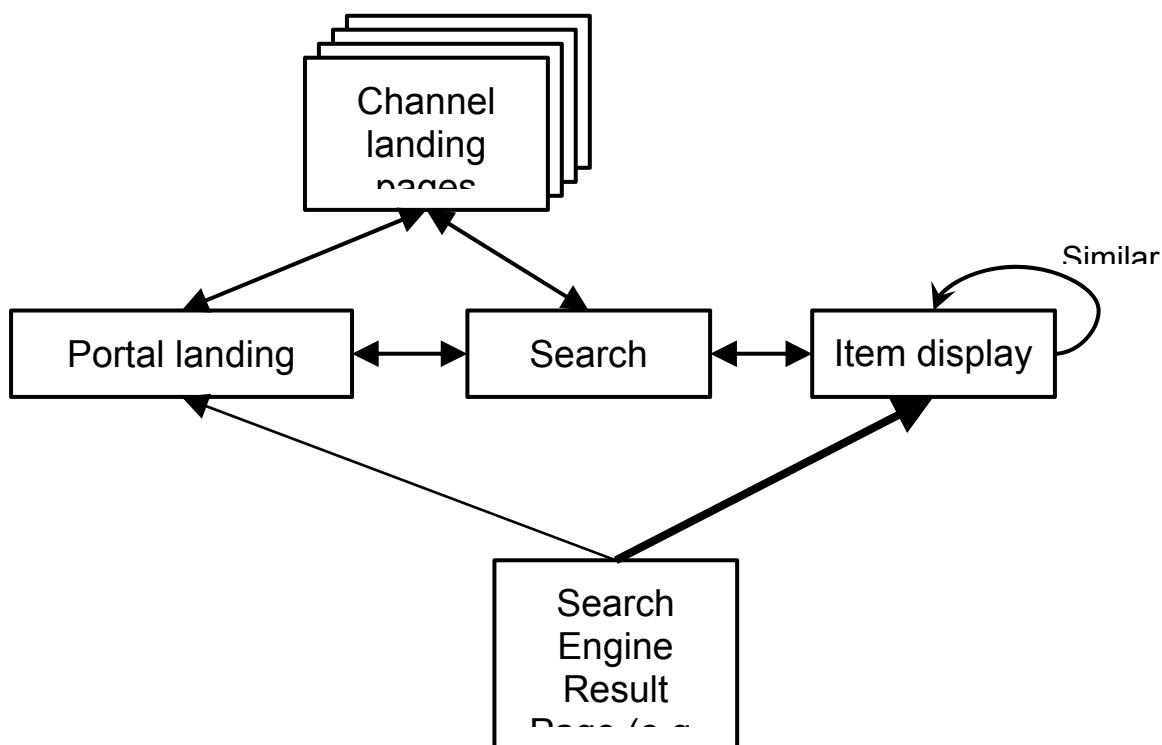


Fig 6. Typical user journeys to the item page. About 70% of all item views in Europeana are a result of clicks on search engine results pages. Referral traffic from other sources account for another c. 20%.

The design of the item pages thus also need to provide a new user with a sense of what Europeana is and what they can do here. It is also imperative that accessing the content/media is immediate and that opportunities to browse (canned searches, similar items and new search) for more Europeana content are prominent and easy to access. This is planned to include also providing links to the channels an item is part of.

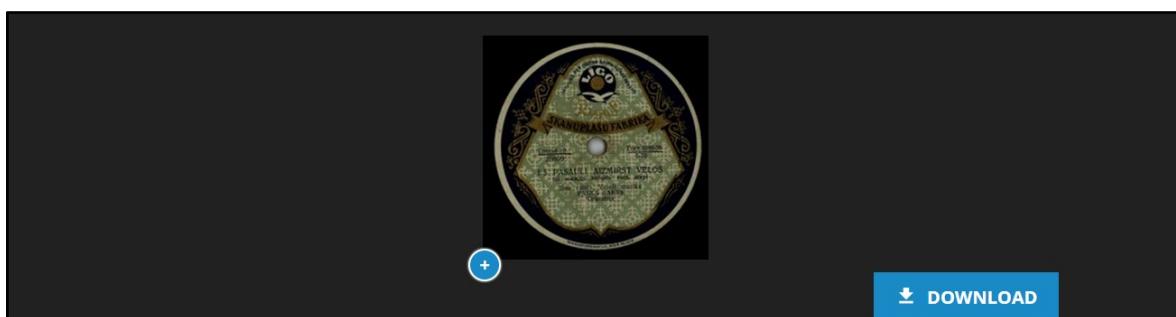
²¹ Europeana traffic is roughly 70% from search engines, 20% referral traffic from other sites and applications and 10% direct traffic.

Sounds

In cases where the provider has chosen to provide direct links to the sound file, Europeana will in most cases be able to play it directly within the portal/channel. At launch the following formats will be supported: WAV, OGG, MP3, M4A, AAC and FLAC. During the testing period between August 2015 - January 2016 support for sound files hosted on SoundCloud will also be added²².

The example sound recording used is [this item in the current portal](#) and [this item in the test Portal/Music Channel](#).

The player at launch



The screenshot shows a dark-themed player interface. At the top, there's a circular image of a vinyl record with the title "Es pasauli aizmirst vēlos : lēns valsis". Below the image is a blue circular button with a white plus sign. To the right of the image is a blue "DOWNLOAD" button with a white downward arrow. The main content area has a white background. It displays the title "Es pasauli aizmirst vēlos : lēns valsis" in bold black font. Below the title are three sections: "People", "Classifications", and "Properties". The "People" section lists "Contributor: Sakss, Pauls, 1878-1966". The "Classifications" section lists "Subject: Popular music, Waltzes, <http://data.europeana.eu/concept/soundgenres/Music>", "Has Type: Sound", and "Concept: Music". The "Properties" section lists "Format: image/jpeg, audio/mpeg". To the right of the main content area, there are two columns: "CAN I USE IT?" and "PROVIDED BY". The "CAN I USE IT?" column contains the text "Yes with attribution" and the CC-BY license logo. The "PROVIDED BY" column lists "National Library Of Latvia" and "National Library of Latvia who may have more information and media for this item". Below this, it says "Latvia". At the bottom right of the content area are social sharing icons for Facebook, Twitter, Pinterest, and Google+.

Fig 7. The sound player at launch. Note that the screenshot is cropped.

The player has the standard controls needed to play, pause, control the volume, download the sound recording and so on. At first launch in August they player will not include an interactive soundwave visualisation when playing the audio. However, this is planned to be prototyped, and if prototyping is successful, be added early in the August 2015 - January 2016 testing period.

Europeana will log every time a user plays a sound or downloads it. These usage statistics will be made available to the data provider in their dedicated report in the [Statistics Dashboard](#)²³. Note that these data provider specific reports will only gradually become available in the testing

²² While of less relevance to Europeana Sounds and the Music Channel the plan is to also support embedding of videos from Vimeo and YouTube.

²³ The Europeana Statistics Dashboard is a prototype site providing usage statistics. An update version is in development and will be launched in early November 2015.

period between August 2015 - January 2016.

Design intention

During the testing phase the sound player will be further developed to align its design with that of the other media viewers and to refine its interaction.

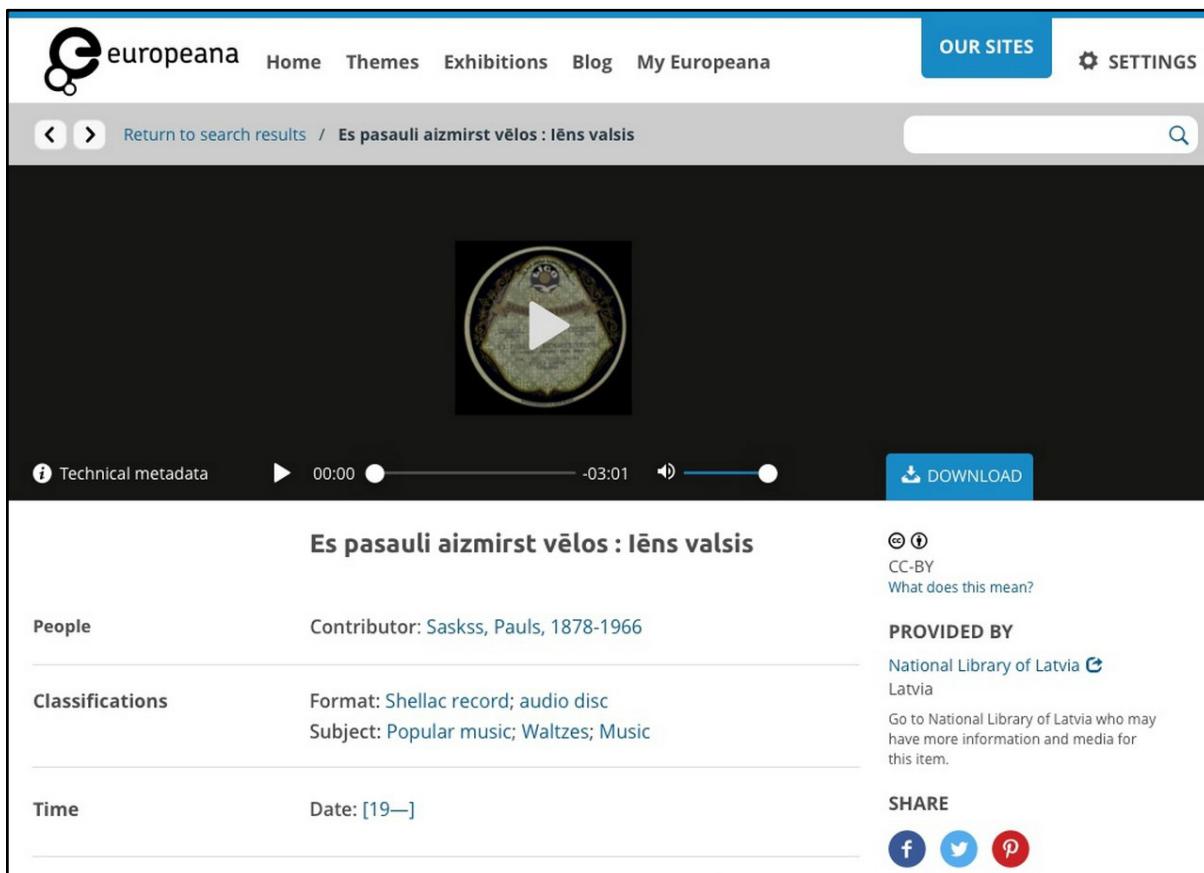


Fig 8. Sound player design when the visual design of the different media players/viewers have been aligned.

Texts (PDFs)

Where data providers have chose to supply direct links to PDF-files, these will be displayed in a dedicated viewer in the Europeana portal and channels. Users can the PDF within Europeana or choose to download the PDF (with clear notification about copyright drawn from the metadata provided to Europeana and with pre-formatted attribution snippets²⁴).

The example PDF used is [this item in the current portal](#) and [this item in the test Portal/Music Channel](#).

²⁴ The attribution snippet is made up of the title of the work, the creator of the work, the data provider name and the copyright value (incl. a link to the copyright statement or PD-mark as provided in edm:rights). It always links back to the page on Europeana and to the data provider's page. Snippets are created based on the metadata supplied to Europeana.

At first launch

The screenshot shows a digital manuscript page with musical notation. Below the page are several sections of metadata:

- Title:** Aria dell Sign. Vivaldi con Fagotto e Violoncello.
"Ch'alla Colpa fa'traggitto..."
- Description:** Ms. Copy, Digitalisering af originaludgave
- Classifications:** Subject: 78.61:3
- Properties:** Language: ita
- Usage:** CAN I USE IT? Yes with restrictions CC-BY-NC-ND
- Provider:** PROVIDED BY The Royal Library: The National University Library Denmark
- Share:** Social media sharing icons for Facebook, Twitter, Pinterest, and Google+

Fig 9. PDF-viewer before it is activated by the user. Note that the screenshot is cropped.

In reading mode the user gets an overview of the pages (if the PDF is a multi-page document) and has access to controls for pagination and zooming. The user can also choose to go full screen.

Europeana will log every time a user opens up a PDF for reading or downloads it. These statistics will be made available to the data provider of the PDF in their dedicated report in the [Statistics Dashboard](#). Note that these data provider specific reports will only gradually become available in the testing period between August 2015 - January 2016.

Design intention

During the testing phase the PDF-viewer will be further developed to align its design with that of the other media viewers and to refine its interaction.

Technical metadata Read DOWNLOAD

**Aria dell Sign. Vivaldi con Fagotto e Violoncello. Challa Colpa fa traggitto...
(2007)**

Description Ms. Copy; Digitalization of original edition
Disponibile anche in italiano

People Creator: Vivaldi, Antonio
[Read more on Wikipedia about Antonio Vivaldi](#)

CC-BY-NC-ND
What does this mean?

PROVIDED BY
The European Library
Netherlands
Go to The European Library who may have more information and media for this item.

SHARE

Fig 10. PDF viewer when the visual design of the different media players/viewers have been aligned.

Aria dell Sign. Vivaldi con Fagotto e Violoncello. Challa Colpa fa traggitto...
(2007)

Description Ms. Copy; Digitalization of original edition
Disponibile anche in italiano

People Creator: Vivaldi, Antonio
Read more on Wikipedia about Antonio Vivaldi ↗

PROVIDED BY The European Library Netherlands
Go to The European Library who may have more information and media for this item.

SHARE

Fig 11. In this design the PDF-viewer when the visual design of the different media players/viewers have been aligned.

Videos

In cases where the provider has chosen to provide direct links to the video file Europeana will in most cases be able to play it directly within the portal/channel. Only certain formats will be supported, initially HTML5 compatible video only²⁵. During the testing period between August 2015 - January 2016 support for further formats will gradually be added. Support for videos hosted on YouTube, Vimeo and DailyMotion will also be gradually added.

The example video used is [this item in the current portal](#) and [this item in the test Portal/Music Channel](#).

At first launch

²⁵ mp4 (encoded in H.264), WebM and OggTheora.



Fig 12. Video viewer before it's activated by the user. Note that the screenshot is cropped.

When activated the player has all the typical controls need to play, pause, control volume, download the video file and so on. Europeana will log every time a user plays a video or downloads it. These usage statistics²⁶ will be made available to the data provider of the PDF in their dedicated report in the [Statistics Dashboard](#). Note that these data provider specific reports will only gradually become available in the testing period between August 2015 - January 2016.

Design intention

During the testing phase the video player will be further developed to align its design with that of the other media viewers and to refine its interaction.

²⁶ Note that Europeana usage statistics are anonymised.

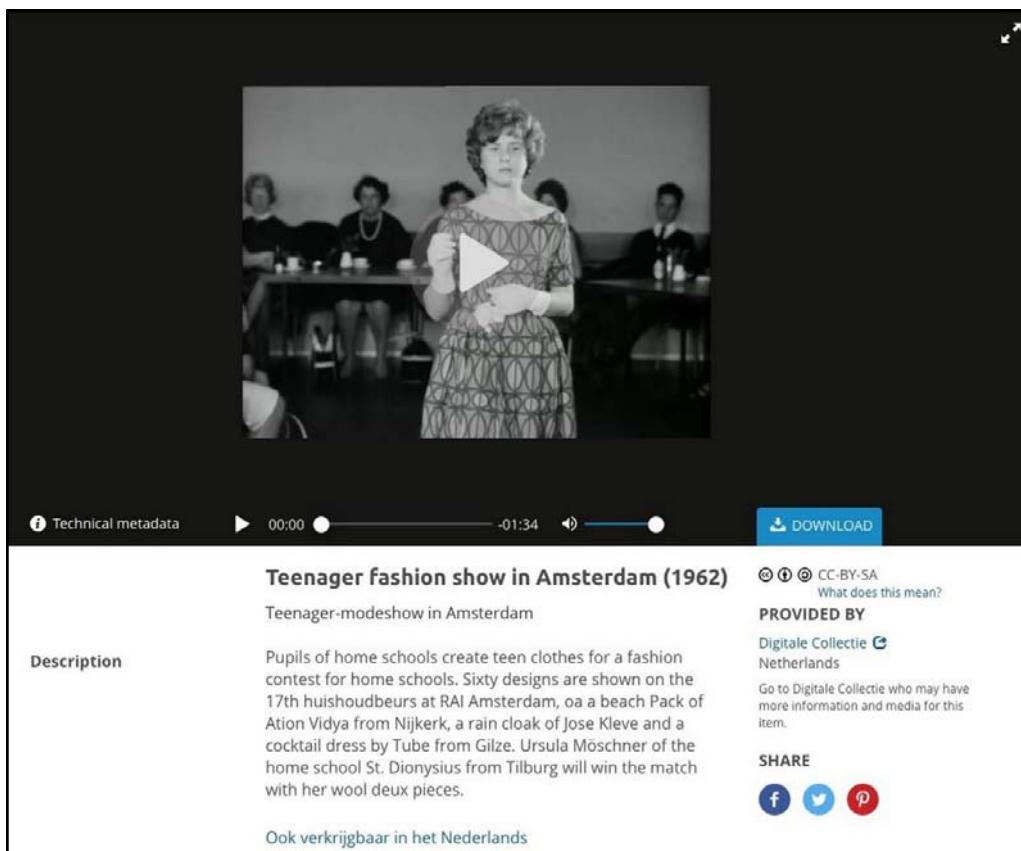


Fig 13. Design of item page with playable video when the visual design of the different media players/viewers have been aligned.

Images

In cases where the provider has chosen to provide direct links to the image file(s)²⁷ Europeana will in most cases be able to display it directly within the portal/channel.

The example image used is [this item in the current portal](#) and [this item in the test Portal/Music Channel](#).

At first launch

At launch Europeana will still have access to only max 200 pixel wide thumbnails. During the testing period 400 pixel width thumbnails will be added and later also up to 800 pixel width thumbnails. When the user clicks the image the full size image is linked in from the data provider's image server²⁸.

²⁷ Multiple images can be supplied per item. In Europeana Data Model (EDM) terms extra images (or media files) are provided in edm:hasview

²⁸ In EDM terms this is the edm:isshownby field.

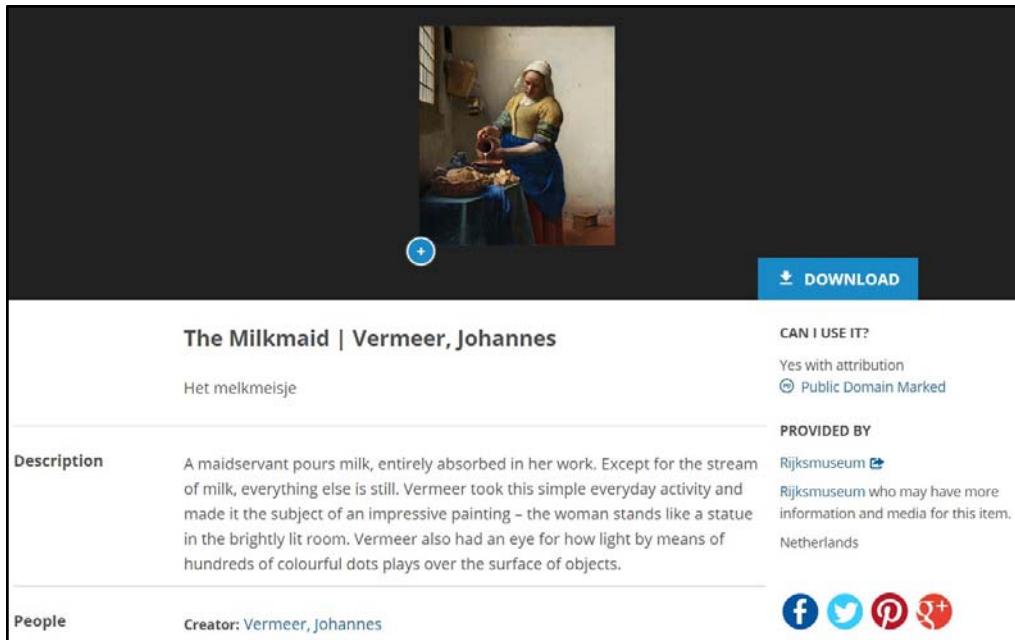


Fig 14. Screenshot of item with enlargeable image. Note that the image is cropped.

Europeana will log every time a user opens up an image or downloads it. These usage statistics will be made available to the data provider of the PDF in their dedicated report in the [Statistics Dashboard](#). Note that these data provider specific reports will gradually become available between November 2015 - January 2016.

Design intention

During the testing phase the image viewer will be further developed to align its design with that of the other media viewers and to refine its interaction. This design is also based on having the larger, up to 800 pixel width, channel previews (see Criteria for being featured in a Channel above).

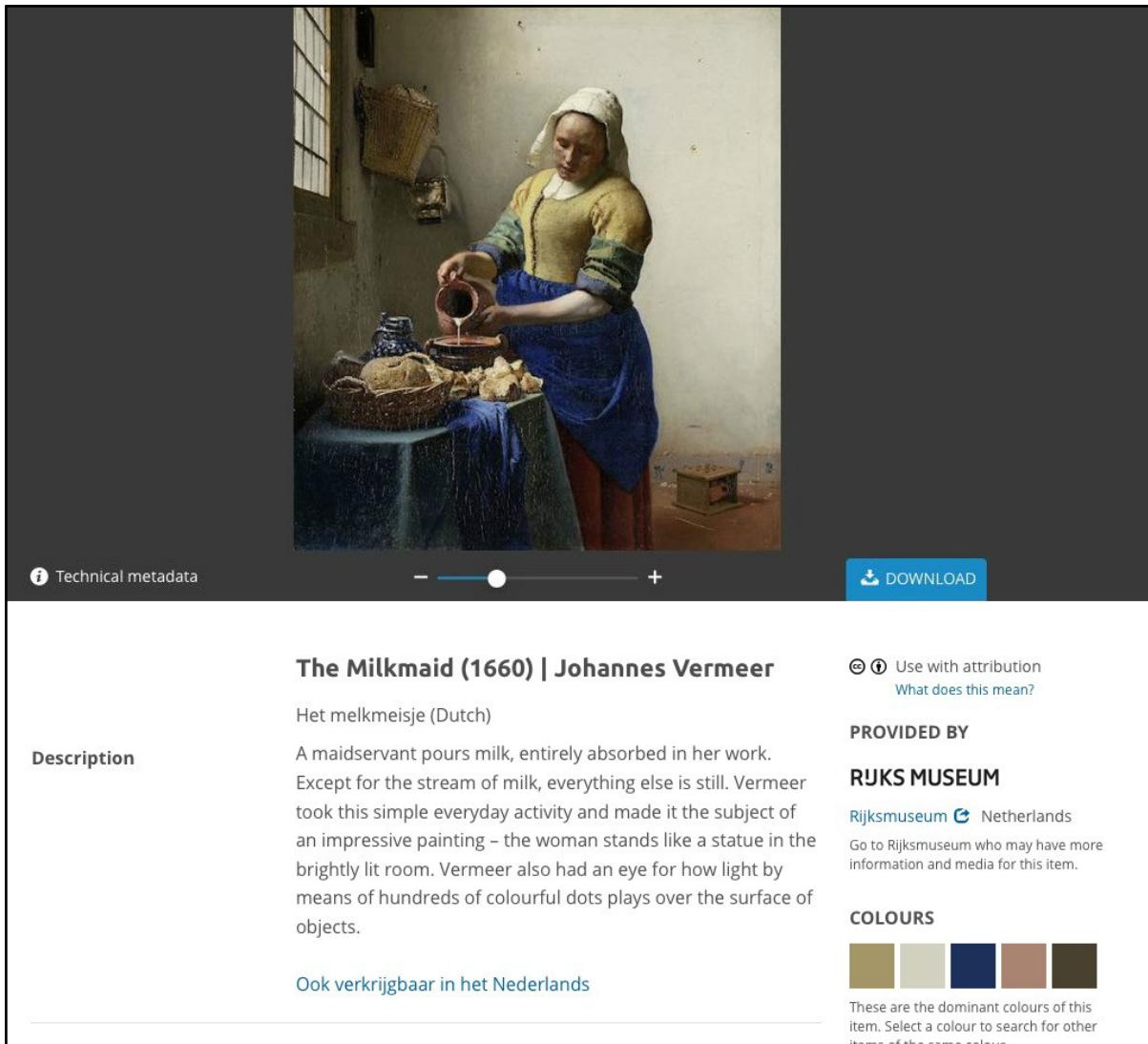


Fig 15. Design of the item page when the visual design of the different media players/viewers have been aligned²⁹.

IIIF-based image display

Apart from direct links to image files Europeana is developing the capability to display of images that comply with the [International Image Interoperability Framework \(IIIF\)](#). To support display of images via IIIF, the data provider must directly or indirectly supply Europeana with the [IIIF-manifest URI](#) of the image (or sequence of images, IIIF supports multi-page documents).

²⁹ In this screenshot options to browse for images by colour are displayed. These will not be present at first launch in August but will be added during the testing period of August 2015 - January 2016.

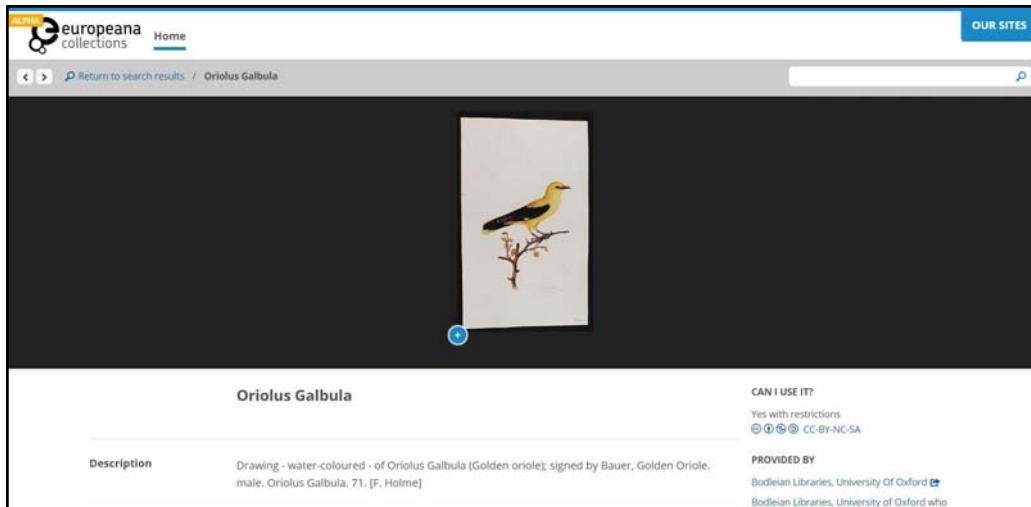


Fig 16. Screenshot of a zoomable image on initial page load³⁰.

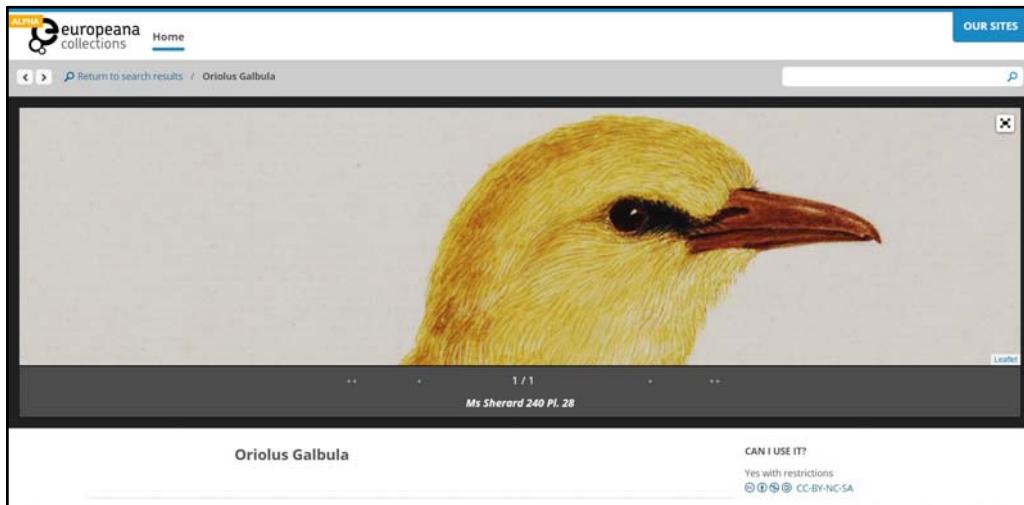


Fig 17. Screenshot of a zoomable image after the user has zoomed in on the bird's head.

Displaying high-resolution images in a IIIF compliant manner comes with many advantages. The most immediate and tangible effect is that it allows users to zoom and pan freely in the image. IIIF also has very good support for multi-page documents allowing users to page through e.g. sheet music, books, newspapers and magazines. More advanced features offered by IIIF include marking and downloading specific areas of an image or annotating specific areas of the image.

Europeana will begin its prototyping to display images retrieved via IIIF with a collection from the Bodleian Library and a small number of items from the National Library of France. During DSI,

³⁰ The screenshot is taken from an internal test version of the alpha portal. The IIIF-viewer is expected to be added to the public alpha during September.

year 1 we expect to rapidly increase the amount of IIIF-compliant images in Europeana.

Data partner pages

For each data providing partner to Europeana we envision to have one unique page on the portal/channels for them. These will take time to create (as we have thousands of data partners) but the development will begin in the context of Channels and Europeana Sounds and so begin with Europeana Sounds partners.

The screenshot shows a wireframe of a partner page for the Irish Traditional Music Archive. The top navigation bar includes the Europeana logo, a search bar, and links for 'our sites' and 'EN'. Below the header, there's a 'go back' link and the title 'Irish Traditional Music Archive' with a 'Provider' label. A detailed description of the archive follows, mentioning its role as a national public archive for Irish traditional music. To the right of the text is a thumbnail image of two musicians playing fiddles. Below the description is a section titled 'selected works' featuring five small images with titles: 'Playing in the Pub: Snapshots and St...', 'Christmas in Killarney, song', 'Miss Honoria Galwey in Graves' Irish Fol...', 'Tell shepherds, song', and 'Billy Brocker'. A 'show all >' link is located below these images. The bottom section is titled 'music channel' and includes information about the channel being curated by The British Library, French National Library, and others. It lists statistics: 30,245 audio recordings, 11,302 images, 5,904 video recordings, 1,683 letters, and 23 online exhibitions. To the right is a thumbnail image of a band performing. The footer contains links for 'Traditional music exhibition', 'start online exhibition >', 'Across Europe: Ireland blog post', 'read blog post >', and 'about europeana'.

Fig 18. Screenshot of a wireframe of the partner page for the Irish Traditional Music Archive.

To reduce the manual effort needed to create these pages we propose to use a default base the pages on the institution's Wikipedia article. Using Wikipedia articles is also a way to get multiple

language versions)³¹.

The Wikipedia sourced information should be combined with manually added information like e.g. the institution logo, structured information on the history of the institution (founder, foundation date), a link to the institution's website and so on (note that the wireframe currently does not include any of this). Finally, the page would display either the five first objects returned by a search for content or five manually selected objects³².

Link: http://demo.deanbirkett.name/400PDV/archive_page - music.html

³¹ See https://en.wikipedia.org/wiki/Irish_Traditional_Music_Archive for the article the wireframe is based on

³² Very much in the same way as Best bets.

Creator pages

Creator pages can represent composers, performers, librettists, patrons or any other relevant person or organisation³³. This example creator page for J.S Bach encompasses a short bio and previews of and shortcuts to all the content in the channel relevant to him, as defined in the metadata.

The screenshot shows a wireframe of a creator page for Johann Sebastian Bach. At the top, there's a navigation bar with the Europeana logo, 'our sites', and 'EN'. Below the header, a portrait of Bach is displayed next to his name. The page is divided into several sections: 'description' (with a brief bio), 'related items' (a grid of five thumbnails for different Bach compositions), 'music channel' (with statistics and a thumbnail of an orchestra), and 'Bach and the masters of Baroque' (with a thumbnail of a church interior). A sidebar on the left lists 'Composer', 'Born', 'Died', 'Period', 'Influenced by', and 'Influenced'.

Johannes Sebastian Bach

Composer
1685 - 1750

description

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 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.

related items

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

Toccata and Fugue in D minor BWV 565
Johann Sebastian Bach

Misa en si menor BWV 232
Johann Sebastian Bach

Passacaglia, Org BWV 582
Johann Sebastian Bach

Bach: Mass in b minor BWV 232
Johann Sebastian Bach

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
1,963 letters

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

23 online exhibitions on our channel page

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](#)

Fig 19. Screenshot of a wireframe of a creator page for Johann Sebastian Bach.

³³ In the Music context that could e.g. be a symphony orchestra, a band or an opera house.

We envision that each creator entity that is present in the Europeana metadata³⁴ will have its own page on the channel, with descriptive and multi-lingual information pulled in from Wikipedia³⁵.

Link: http://demo.deanbirkett.name/400PDV/creator_page - music.html

Concept pages

Concept pages represents subjects, types, genres, and categories . We envision that each such concept present in the Europeana metadata will have its own page on the channel.

Fig 20. Screenshot of wireframe of a subject page for the opera genre of music.

³⁴ Represented by an entry in an authority file or other controlled vocabulary e.g. VIAF and/or Wikidata.

³⁵ Via Dbpedia and/or Wikidata. Metadata from other sources like e.g. Getty AAT and VIAF may be added later.

This example subject page for opera as a genre encompasses a short explanation and previews of and shortcuts to five objects in the channel that represent the opera genre. These can be based either on a query or on five manually selected objects.

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

Period pages

Period pages represent named periods of time/history. We envision that ultimately each such period entity present in the Europeana metadata will have its own page on the channel. Note that there are many fewer named periods than there are creators or concepts so this will be a rare type of page.

Fig 21. Screenshot of wireframe of a period/movement page for Baroque music.

This example period page for Baroque music encompasses a short explanation and previews of and shortcuts to all the creator pages in the channel relevant to the period. Alternatively it could instead list five especially well-known manually selected works of Baroque music.

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

Appendix II: Personas

Vultures and Snackers

Our user research came to the conclusion that we serve two broad segments. One representing more advanced users with a professional or deep personal interest in culture and heritage, and another that represents the more casual users. We've called them culture vultures and culture snackers³⁶ respectively.

A key finding, self-evident in retrospect but crucial to the channels concept, is also that users typically have one or a small number of special interests. The wide variety and large amounts of content in Europeana too often makes it difficult for our users to find the content that matches those interests. The channels concept is very much a response aimed to fix that issue.

In terms of priority we consider the culture vulture as our primary users. The reason being that this type of user highly values the completeness and authoritative nature of Europeana content and is willing to invest the time needed for systematic search and exploration on the portal and in the channels. The culture snacker we consider secondary and will aim to reach primarily via existing and popular online platforms like Facebook, Pinterest and Wikipedia/Wikimedia Commons. SEO efforts to ensure Europeana content is highly indexed on Google is also key in reaching the snackers.

Culture vultures

- They are the dedicated culture enthusiasts and the professionals. 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 value quality and depth of information.
- In addition to their specific interest, they are interested in learning new things and to explore unfamiliar topics.
- They could come from any industry or discipline, 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 offline, to find resources to use in their own work or gain knowledge, expertise or inspiration.

³⁶ The term Culture snacker has been used in the museum marketing context for a while. See e.g. <http://designthinkingformuseums.net/2014/09/25/design-thinking-at-rijksmuseum/>

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 outweighs the quality or authenticity of content.
- Culture snackers are overall more likely to interact with Europeana content on platforms like Facebook, Pinterest and Wikipedia than on the portal or channels.

Music personas

Marcel - culture vulture

Personas Music



Marcel

Age	35
Occupation	Music archivist
Interested themes	Music
Relevant platforms	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 held 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.



As we continue to design and develop the Music Channel Marcel³⁷ will be a constant reminder and personification of who our primary users are.

³⁷ The photograph of Marcel is copyright of Thomas Hawk.

Marion - culture snacker

Personas Music



Marion

Culture Snacker

Age	26
Occupation	Event management
Interested themes	Pop culture, Indie pop, Folk music
Relevant platforms	Spotify, Soundcloud, Pinterest

Marion is a junior Events Manager with a broad interest in pop culture. She likes Indie Folk music very much and via that interest she likes to find and play old traditional folk music clips, and watch video recordings.

She doesn't know about Europeana and is not particularly interested in learning about it. She uses Spotify and SoundCloud a lot though, and is also very active on social media platforms, although she recently deactivated her Facebook account.

When Marion finds things she really likes, she adds them to her Tumblr, or her SoundCloud or Spotify playlists.



Goal

Wants to find and play traditional folk music recordings
Wants to be able to save or share things she likes on her Tumblr page

Needs

Search: She is not a searcher, she is a browser. She prefers direct and immediate access to playable content via visual entry points. She does not want to be redirected to other websites to play content. She primarily uses her iPhone and iPad.

Aesthetic: She prefers very visual and image centric designs. She is used to content being contextualised, Buzzfeed style, with more emphasis on fun than substance.

Actions: Wants to primarily play music and videos, she is also interested in re-posting some content and adding to her personal playlists.

Touch point

She arrived at Europeana via a link from Twitter, that she was looking at on her morning commute.



As we continue to design and develop the Music Channel Marion³⁸ will be a constant reminder and personification of who we serve. She is also a relevant persona for Europeana Sounds' efforts to use SoundCloud and Wikipedia/Wikimedia Commons as external distribution channels.

³⁸ The photograph of Marion is copyright of Tulane Publications.

Art History, First World War and Fashion personas

Linda - culture vulture and designer

Personas Art & Art History



Linda	
Age	31
Occupation	Freelance illustrator & designer
Interested themes	Art & art history, natural history, fashion, music
Relevant platforms	Pinterest, Tumblr Riksstudio

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 Riksstudio, 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

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

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.



Paul - culture vulture and researcher

Personas Art & Art History



Paul

Age	42
Occupation	Research fellow at university, cultural historian
Interested themes	European history, art history
Relevant platforms	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

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



Touch point

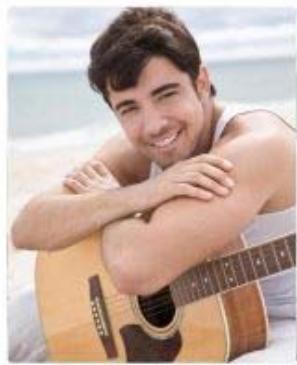
As an active user of Europeans, he found the new platform was launched on the main Europeana site. He likes the idea that it is built upon various themes.

The diagram is a 2x2 matrix with the following labels:

- Top-left quadrant: Search literacy: Effortless
- Top-right quadrant: Explorative behavior
- Bottom-left quadrant: Navigational behavior
- Bottom-right quadrant: Search literacy: Difficult

James - culture snacker

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 stuff out of the materials, such as a video about art with music he composes or selects.



Marie - culture vulture and fashionista

Personas Fashion



Marie

Culture Vulture

Age	26
Occupation	Exhibitions Assistant
Interested themes	Fashion, Art & Art History
Relevant platforms	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.

Touch point

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

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.



Aaron - culture vulture and Europeana 1914-1918 collection day cataloguer

Personas First World War



Aaron

Culture Vulture

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 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 migrated 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



Amy - culture vulture and digital humanist

Personas First World War



Amy

Culture vulture

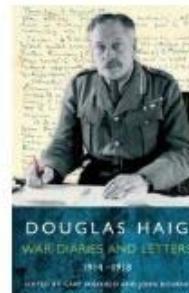
Age	52
Occupation	Research scientist
Interested themes	History, architecture, music, art
Relevant platforms	Europeana.eu, Historypin

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



Bob - culture snacker

Personas First World War



Bob

Culture Snacker

Age	33
Occupation	Microbiologist
Interested themes	History, natural science, photography
Relevant platforms	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 to 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

