

# **Who are the users of digital libraries, what do they expect and want? The Europeana experience**

## **IFLA Conference, Milano**

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# Who are users?

**General users:** people that use a system seeking some kind of result, just for curiosity, for need or for entertainment.

**Specialised users:** people that get highly acquainted with a specific tool or website, without being a professional user

**Professional users:** people that use a tools or websites highly relying on the tool to get specific results

**Representative users:** people that “know something” and are used for defining user-requirements, testing and specifying needs

When conceiving a tool, software or website there are a certain number of usability considerations:

- Who are the users?
- What do they want or need?
- Which is the use context?
- What is there background?

# What is usability?

**General definition:** ease with which people can employ a tool or object in order to achieve a particular goal

**Human-computer interaction:** Elegance and clarity with which the interaction with a program or website is designed, in other words:

**Efficient - Easy - Satisfying**

***Usability constraints on the Web:*** Websites have to be grasped immediately, there is nothing like a manual for a website, there is no time for learning

**Measurement concepts for *usability* are:** Learnability, Efficiency, Memorability, Errors and... *Satisfaction*



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# Some examples, by Jean Fox and Janice Nall

New York State Home Page - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites Media History Mail Print Edit

Address <http://www.state.ny.us/> Go Links

Google state of new york Search Web Search Site 1171 blocked AutoFill Options state of new

## New York State

Governor Pataki map-NY e-bizNYS Citizen Guide Search Home

Doing Business in NY

Working in NY

Learning in NY

Outdoors in NY

Living in NY


Government in NY

Healthcare in NY

Visiting in NY

Government Agencies in NY

### Welcome to New York



Governor George E. Pataki


[Click here to view the Commission on Education Reform Press Release](#)

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**Featured Links**

[Click here to view Governor Pataki's 2004 State of the State Address](#)

[Click here to view Governor Pataki's 2004 Budget Address](#)

 **Department of Taxation and Finance - E-file/E-pay**

[Click here to view Governor Pataki's Address on Rebuilding Lower Manhattan.](#)

**Governor George E. Pataki Realizing The Plan Ritz Carlton, Downtown / April 24, 2003**

[New York State Constitution](#)

[NYS Office of Public Security](#)

[NYS Health Dept/State Police Bio-Terror Prevention Protocols](#)

[Governor's Press Releases](#)

**NY Links**

[STAR - School Tax Relief](#)

[High Tech NY](#)

Done

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think culture

# Some examples, by Jean Fox and Janice Nall



State of Maryland - MARYLAND.GOV - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites Media History Mail Print Edit

Address <http://www.maryland.gov/communities/community.asp?UserID=2&CommunityID=227&Folder=0> Go Links

Google state of maryland Search Web Search Site 1171 blocked AutoFill Options state of maryl

[Welcome to Maryland.gov](#) | [State Agencies](#) | [Visit Maryland](#) | [The 5 Pillars](#) | [Online Services](#) | [Telephone Directory](#)



## MARYLAND.GOV

[Home](#) [Help](#) [FAQ](#)  [Search](#)

Advanced Search

EDUCATION	BUSINESS	TRAVEL & RECREATION	TAXES
FAMILY, HEALTH & SAFETY	MOTOR VEHICLES & TRANSPORTATION	CAREER OPPORTUNITIES & DEVELOPMENT	GOVERNMENT & ELECTIONS

### Quick Links

- County Information
- Events
- Federal Government
- History & Archives
- Kid's Pages
- Telephone Directory
- Traffic
- Weather

**ELEVATED**

### Agency Index

Select Agency...

### News and Alerts

- Governor Ehrlich Highlights 2004 Legislative Victories
- New Freight Logistics Office Reflects Administration's Pro-Business Philosophy
- Drinking and Driving Consequences The Order of the Day At



### Welcome to Maryland

- [Visit The Governor's Website](#)
- [Maryland's General Assembly & The 2004 Legislative Session](#)
- [FY 2005 Budget Highlights](#)



### The Maryland Energy Administration

Check out MEA's newly designed website to learn about Alternative Fuel Vehicles (AFV), discover the benefits of Maryland's Energy Star Program, or just have fun with a kid friendly interactive Energy Hog!

[Take me there ...](#)

[View Montage Gallery](#)

### Featured Links

- [The Weekly Legislative Wrap Up \(pdf\)](#)
- [Parents & Educators Expected at Family Involvement](#)

### Online Services by Category

- Business
- Career Opportunities and Development
- Education
- Family, Health and Safety
- Government and Elections
- Motor Vehicles and Transportation
- Taxes
- Travel and Recreation

[View Alphabetical Index](#)

### Spotlight on eGov:

- [Check Your Refund Status Online](#)
- [Search for Undeliverable Refund Checks](#)
- [Find A State Job](#)
- [Real Property Database Search](#)
- [Maryland E-ZPass - Enroll](#)

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# What are requirements?

**The set of needs necessary for any project to be successful; they define what a system should do and how**

**Functional requirements:** what you want a system to do

*“I want a vehicle capable of transporting material from one place to the other”*

**Non-functional requirements:** restrictions on the types of solutions that will meet the functional requirements

*“It has to be capable of transporting 2 Tons of material, not larger than 1m80 or higher than 2m”*

**Design objectives:** are the guides to use in selecting a solution

*“Easy to use, red seats, plastic doors...”*

## Europeana project

**Functional requirements:** A Portal to access European contents from 4 domains: Libraries, Archives, Audiovisual Collections and Museums

**Non-functional requirements:** Should be capable of containing up to 10 million objects, permit multiple access, not contain the contents but their surrogates, respect publishing rights, etc.

**Design objectives:** Should be user friendly (of course!) and permit different categories of users to make the best out of it, plus different functionalities (my Europeana, send to a friend, communities, etc).

# Who are the Europeana users?

Generic uses

**General user:** people that visit the Europeana portal just for curiosity or seeking sporadically for a specific information or content.

**School child, Students:** one of the great potentials for Europeana, makes access to cultural contents easy, permits to conceive online courses

**Academic student, Teachers:** looking for certified information, and possibility of exporting information for courses or research works

**Expert researcher,** explores all the possible sources, annotates and uses them thoroughly, wants access to the largest possible amount of contents

**Professional user,** experts in the domain, archivists, librarians, curators, searching and verifying information

**Content holders:** they know what they have and how to access it

Specific searches



# How should Europeana look like?

Simple look?



Google Search | I'm Feeling Lucky

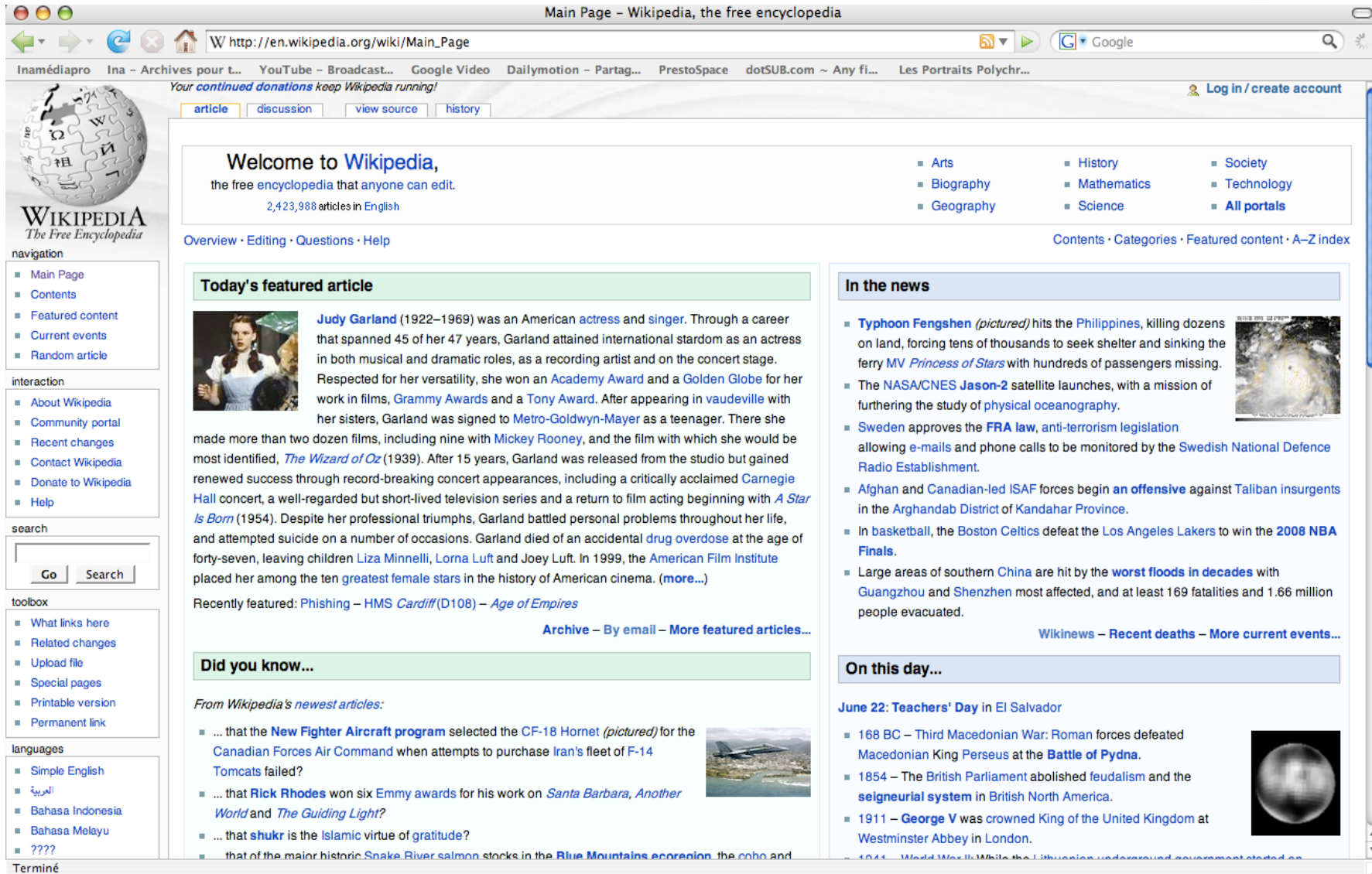
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# How should Europeana look like?

## Lots of information?



The screenshot shows the Wikipedia Main Page as it appeared in the early 2000s. The browser window title is "Main Page - Wikipedia, the free encyclopedia". The address bar shows "http://en.wikipedia.org/wiki/Main\_Page". The page features a large globe logo with the text "WIKIPEDIA The Free Encyclopedia" and a navigation sidebar on the left. The main content area includes a welcome message, a list of featured articles, and a "Did you know..." section. The sidebar contains links to various Wikipedia features and a search box. The top of the page has a banner for "Your continued donations keep Wikipedia running!" and a "Log in / create account" link.

**Welcome to Wikipedia,**  
the free *encyclopedia* that anyone can edit.  
2,423,988 articles in English

**Today's featured article**

**Judy Garland** (1922–1969) was an American *actress* and *singer*. Through a career that spanned 45 of her 47 years, Garland attained international stardom as an actress in both musical and dramatic roles, as a recording artist and on the concert stage. Respected for her versatility, she won an *Academy Award* and a *Golden Globe* for her work in films, *Grammy Awards* and a *Tony Award*. After appearing in *vaudeville* with her sisters, Garland was signed to *Metro-Goldwyn-Mayer* as a teenager. There she made more than two dozen films, including nine with *Mickey Rooney*, and the film with which she would be most identified, *The Wizard of Oz* (1939). After 15 years, Garland was released from the studio but gained renewed success through record-breaking concert appearances, including a critically acclaimed *Carnegie Hall* concert, a well-regarded but short-lived television series and a return to film acting beginning with *A Star Is Born* (1954). Despite her professional triumphs, Garland battled personal problems throughout her life, and attempted suicide on a number of occasions. Garland died of an accidental *drug overdose* at the age of forty-seven, leaving children *Liza Minnelli*, *Lorna Luft* and *Joey Luft*. In 1999, the *American Film Institute* placed her among the ten *greatest female stars* in the history of American cinema. (*more...*)

Recently featured: *Phishing* – *HMS Cardiff* (D108) – *Age of Empires*

**Did you know...**

From Wikipedia's *newest articles*:

- ... that the **New Fighter Aircraft program** selected the *CF-18 Hornet* (*pictured*) for the *Canadian Forces Air Command* when attempts to purchase *Iran's* fleet of *F-14 Tomcats* failed?
- ... that **Rick Rhodes** won six *Emmy awards* for his work on *Santa Barbara*, *Another World* and *The Guiding Light*?
- ... that **shukr** is the *Islamic virtue of gratitude*?
- ... that of the major historic *Snake River salmon* stocks in the *Blue Mountains ecoregion*, the *coho* and

**In the news**

- Typhoon Fengshen** (*pictured*) hits the *Philippines*, killing dozens on land, forcing tens of thousands to seek shelter and sinking the ferry *MV Princess of Stars* with hundreds of passengers missing.
- The *NASA/CNES Jason-2* satellite launches, with a mission of furthering the study of *physical oceanography*.
- Sweden* approves the **FRA law**, anti-terrorism legislation allowing e-mails and phone calls to be monitored by the *Swedish National Defence Radio Establishment*.
- Afghan* and *Canadian-led ISAF* forces begin **an offensive** against *Taliban* insurgents in the *Arghandab District* of *Kandahar Province*.
- In *basketball*, the *Boston Celtics* defeat the *Los Angeles Lakers* to win the **2008 NBA Finals**.
- Large areas of southern *China* are hit by the **worst floods in decades** with *Guangzhou* and *Shenzhen* most affected, and at least 169 fatalities and 1.66 million people evacuated.

**On this day...**

**June 22: Teachers' Day** in *El Salvador*

- 168 BC – Third Macedonian War: Roman forces defeated Macedonian King *Perseus* at the **Battle of Pydna**.
- 1854 – The *British Parliament* abolished **feudalism** and the **seigniorial system** in *British North America*.
- 1911 – **George V** was crowned King of the United Kingdom at *Westminster Abbey* in *London*.
- 1944 – *World War II*: While the *Lithuanian underground movement* started on




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## Focus on



**A Pair of Shoes by Vincent Van Gogh, 1886**  
 The Pair of Shoes by Vincent Van Gogh were allegedly bought from a Parisian flea market, and worn in by the artist himself. In 1886, when Van Gogh moved to Montmartre, attracted by the light and company of his fellow artists, it transformed his palette.



[More...](#)

## Explore:

[Cities](#)  
 For over 2,000 years the changing face of Europe has been visible first in its cities. Trade and travel bring new ideas and new styles to cities, where they're eagerly taken up and adapted. Waves of new city dwellers are drawn by the economic, political and cultural opportunities. Discover what lies behind the modern urban experience.

[Social life](#)  
 From the highlights of ceremonies and celebrations to the humdrum daily routines, we've been capturing our lives in print and pictures for generations. Following this thread you'll see that our lives have changed – but people have never missed an opportunity to party.

[Music](#)  
 Listen to our musical roots. Music is universal, it's shared and enjoyed regardless of time and place. But music is also highly individual. Every community has its own musical identity, whether we're talking about an ethnic population in a remote mountain village 100 years ago, or a contemporary teenage tribe.

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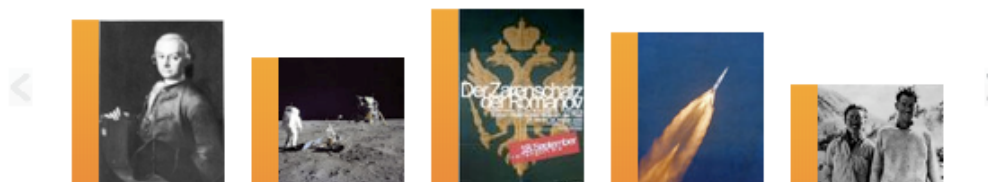


# The actual prototype of Europeana:

[My Europeana](#)[Communities](#)[Partners](#)[Timeline \(beta\)](#)[Thought lab](#)[Choose a language](#)

europæana  
Kultur. Denken.

This is Europeana - a place for inspiration and ideas. Search through the cultural collections of Europe, connect to other user pathways and share your discoveries. [Find out more](#)

[Advanced search](#)

#### Share your ideas:

[Send us feedback](#) →

#### People are currently thinking about:

[Manchester United](#) →

[Gaelic](#) →

[Cambridge](#) →

#### Timeline navigator:

[Browse through time.](#) →

#### New content:

[From our partner museums, archives, libraries and audio-visual collections](#)

# Measuring user satisfaction

Different approaches to get user feedback:

**On-line surveys**

**Feedback inbox**

**Log-in analysis**

**Focus groups surveys**

**Advisory board**

**Expert analysis**

## On-line surveys

First survey done in May 2009, very good responses and reactions to the site the usability and the whole project.

### Among the interesting comments:

- 1) Large amount of users did not see "My Europeana" or didn't understand what it was about
- 2) Users want to publish their own contents on the Portal
- 3) Users would want chat possibilities (young users)



## Feedback inbox

Interesting reactions from users who voluntarily express their opinion either to congratulate, to propose new technical facilities, or to request for new partners

Categories	Percentage (number of emails received)
Congratulatory	22% (203)
Technical (including: registration, languages, spelling, bugs, API's, search issues etc.)	18% (170)
Unknown Languages	11% (99)
Partner Requests	10% (92)
Content	9% (87)
Content Strategy Requests	5% (42)
Suggestions	5% (50)
Companies	4% (35)
Press List	4% (39)
Abusive	4% (39)
Student questions	1% (6)
Job requests	1% (9)

# Measuring user satisfaction

## **Log-in analysis:**

Being done, first results presented in September

## **Focus groups surveys:**

First focus groups surveys to be done in September 2009, 4 or 5 different groups from different countries to be studied

## **Advisory board**

Group of users interested in the portal and eager to discuss or participate to evaluations (currently under construction)

## **Expert analysis**

Expert analysis to be undertaken in September 2009



# Importance of user reactions

- Influences the development of the next Europeana version (called Rhine version)
- Gives a good indicator of what users like and think
- Saves development time if properly done
- Gives an active role to users making them interact with the Portal and react to its evolution
- Gives a view of the impact of the Europeana project

**It is important to carefully observe the habits of users and the possibilities of technology**

**In any case, never leave the users out, but consider them to their right knowledge**

# A queer ending !

## How Projects Really Work (version 1.5)

Create your own cartoon at [www.projectcartoon.com](http://www.projectcartoon.com)



How the customer explained it



How the project leader understood it



How the analyst designed it



How the programmer wrote it



What the beta testers received



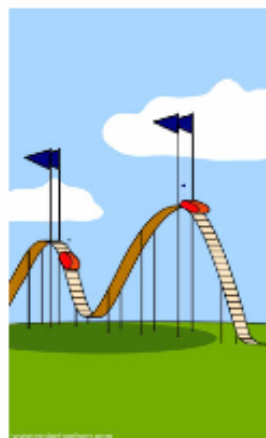
How the business consultant described it



How the project was documented



What operations installed



How the customer was billed



How it was supported



What marketing advertised



What the customer really needed



**Thanks for your listening**