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The Europeana Personas

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The Royal Library, Denmark

Europeana Personas

Archetypal representations of our target users

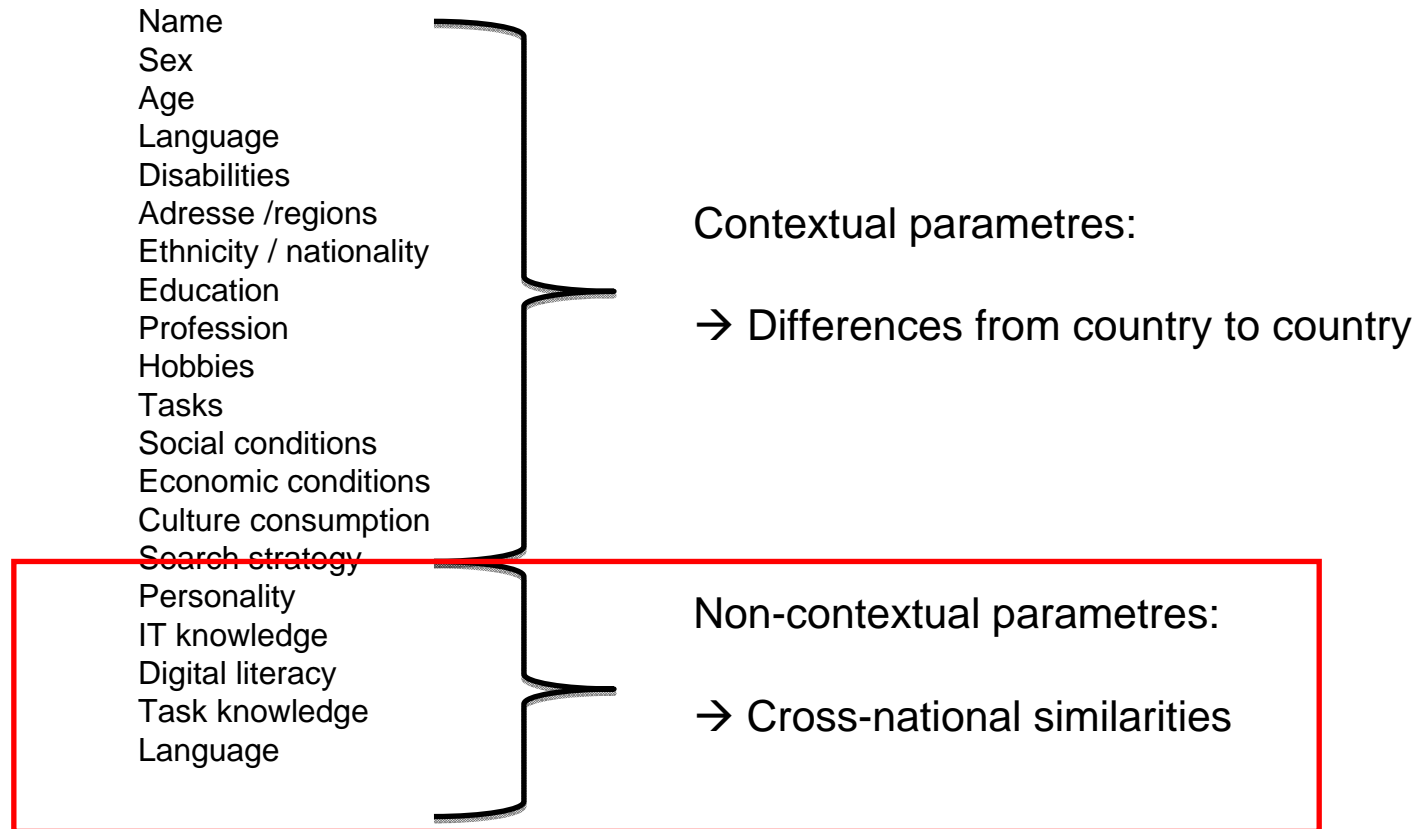based on personal characteristics along two axes:

1. Natural search behaviour (navigational / explorative)
   Behaviour is about how you approach things, your personality and preferences

2. search literacy (difficult or easy for them to search within the domain) **Literacy is about what you know and how experienced you are**
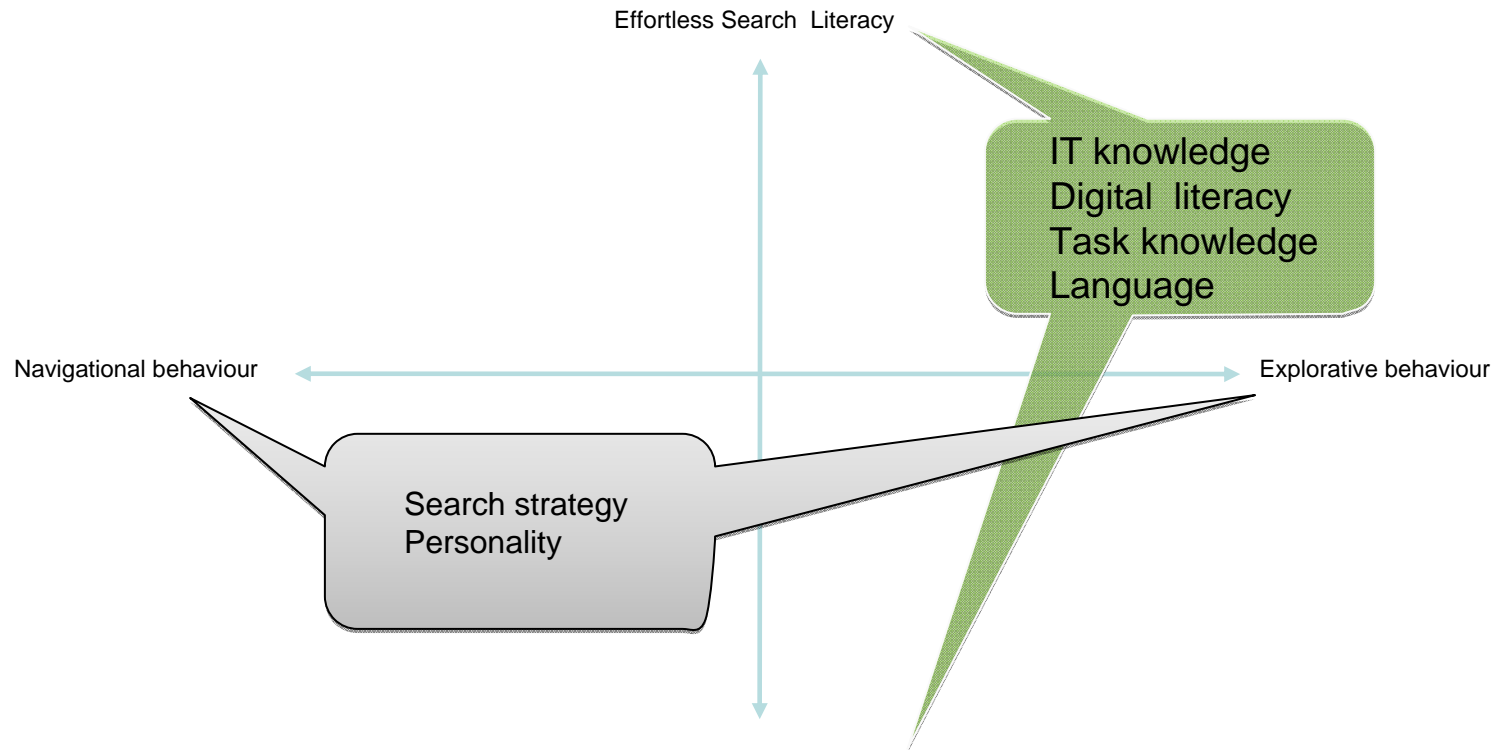
The Europeana Personas are based on:

- Existing research
  search behaviour, user studies, psychology, interaction design

- Existing personas
  from the domain of archives, museums and libraries

- Statistics

- Europeana personas workshop
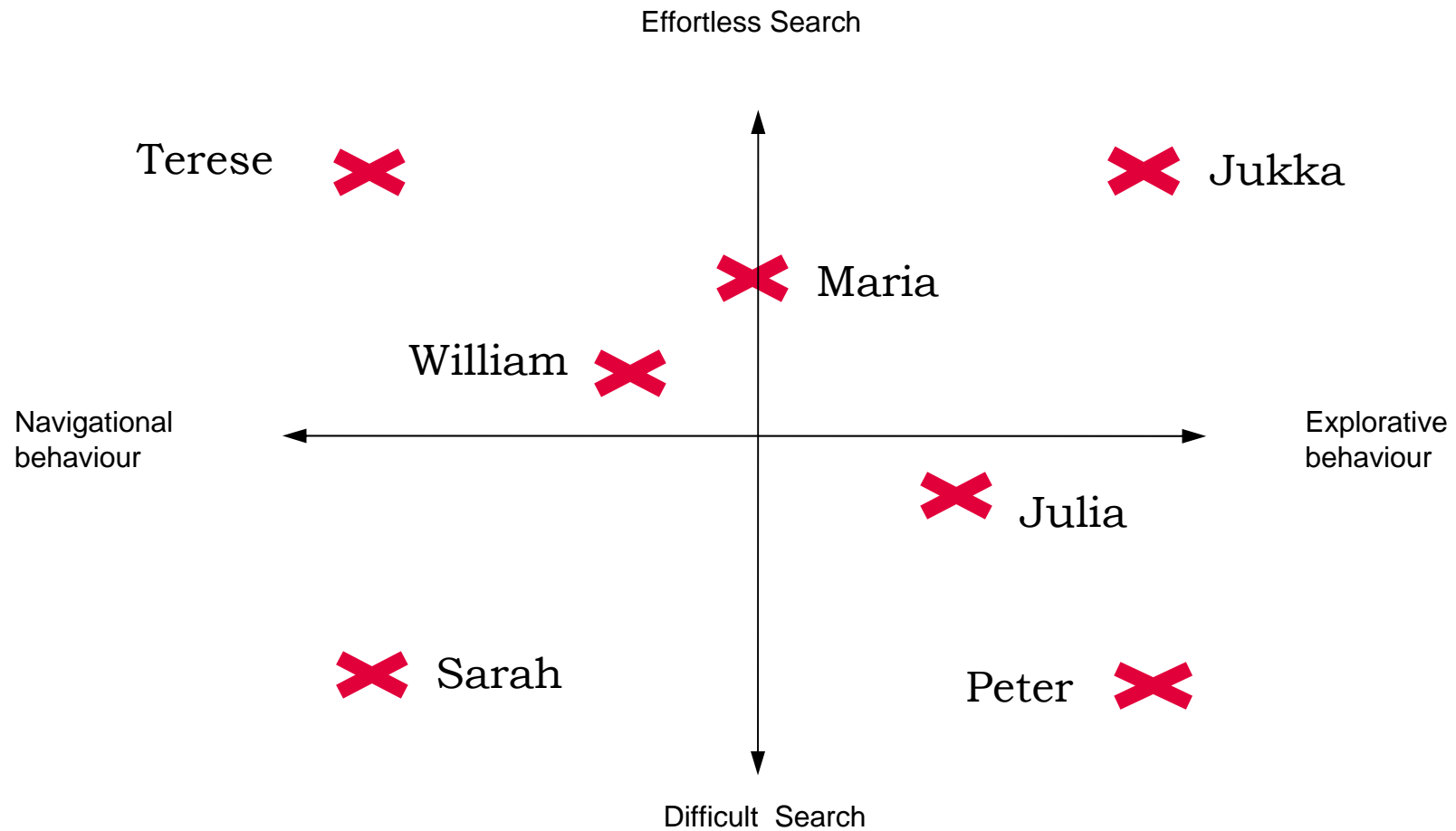 with participants from several countries

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Österreichische
Nationalbibliothek

Finding core information

Name
Sex
Age
Language
Disabilities
Adresse /regions
Ethnicity / nationality
Education
Profession
Hobbies
Tasks
Social conditions
Economic conditions
Culture consumption
Search strategy

Contextual parametres:

→ Differences from country to country

Personality
IT knowledge
Digital literacy
Task knowledge
Language

Non-contextual parametres:

→ Cross-national similarities

The Matrix

Effortless Search Literacy

IT knowledge
Digital literacy
Task knowledge
Language

Navigational behaviour

Explorative behaviour

Search strategy
Personality

Personas matrix

Effortless Search

Terese ✖

✖ Jukka

✖ Maria

William ✖

Navigational
behaviour

Explorative
behaviour

✖ Julia

✖ Sarah

Peter ✖

Difficult Search

Challenge

Adaptability across Europe

This means:

- No pictures
- No specific languages
- No surnames
- Only general description of urban/rural residence

7 Europeana Personas

Terese:

Professor, highly intellectual. **Set opinions** about quality and proper methods. Uses **advanced search** facilities but often lets her research assistant do the actual work. **Only uses her mobile if absolutely necessary** and only for calling. **Proficient in specific sites** that serve her purposes as a professor. Prefers to read on paper.

William:

Office manager with interest in genealogy. Very grounded in his ways. Uses **traditional media** more than the internet and **refuses to own a mobile phone**. Uses the internet for his research. **Rarely ventures outside his usual sites**, and mostly when a site is **recommended** by someone he knows. Very **focused** and precise when searching.

Peter:

In school. Major interests are games, role playing and music. A true part of the **Google generation**, the **internet is second nature**. He **skips and skims** the web for interesting or entertaining content.

Julia:

University student. Uses the internet every day in her **studies**. She will **Google, skim, and follow any link** that looks promising. She has some methods when she searches in connection with her studies but prefers to keep things **open for opportunities**. Uses her mobile for calling, texting, keeping updated and for essential services. Very social.

Personas continued

Sarah:

Low level of education, but trying to catch up. **Not very proficient** in technology and feels **insecure** about it. Uses her mobile phone for calling and texting. Limited experience with the internet. **Prefers to be guided** or stick to known methods.

Jukka:

PhD in music and professor at a university. Very **confident** about technology and **always on the look-out for new stuff** and new ways of communicating, on the computer as well as on his iPhone. **Very confident about searching** and finding useful and relevant results.

Maria:

School teacher, **comfortable** with computers and the internet. Happily **Googles** but also frequently having **a specific target** for her searches as she **prepares for work**. Uses her **mobile** to update her Facebook status, but mostly for calling and texting. Her aim is often to **prepare for classes**, but also to find new ways of motivating her pupils.

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Focusing on the user – how to use personas

No need to use all the personas

have primary and secondary ones, depending on what you are developing/want to test
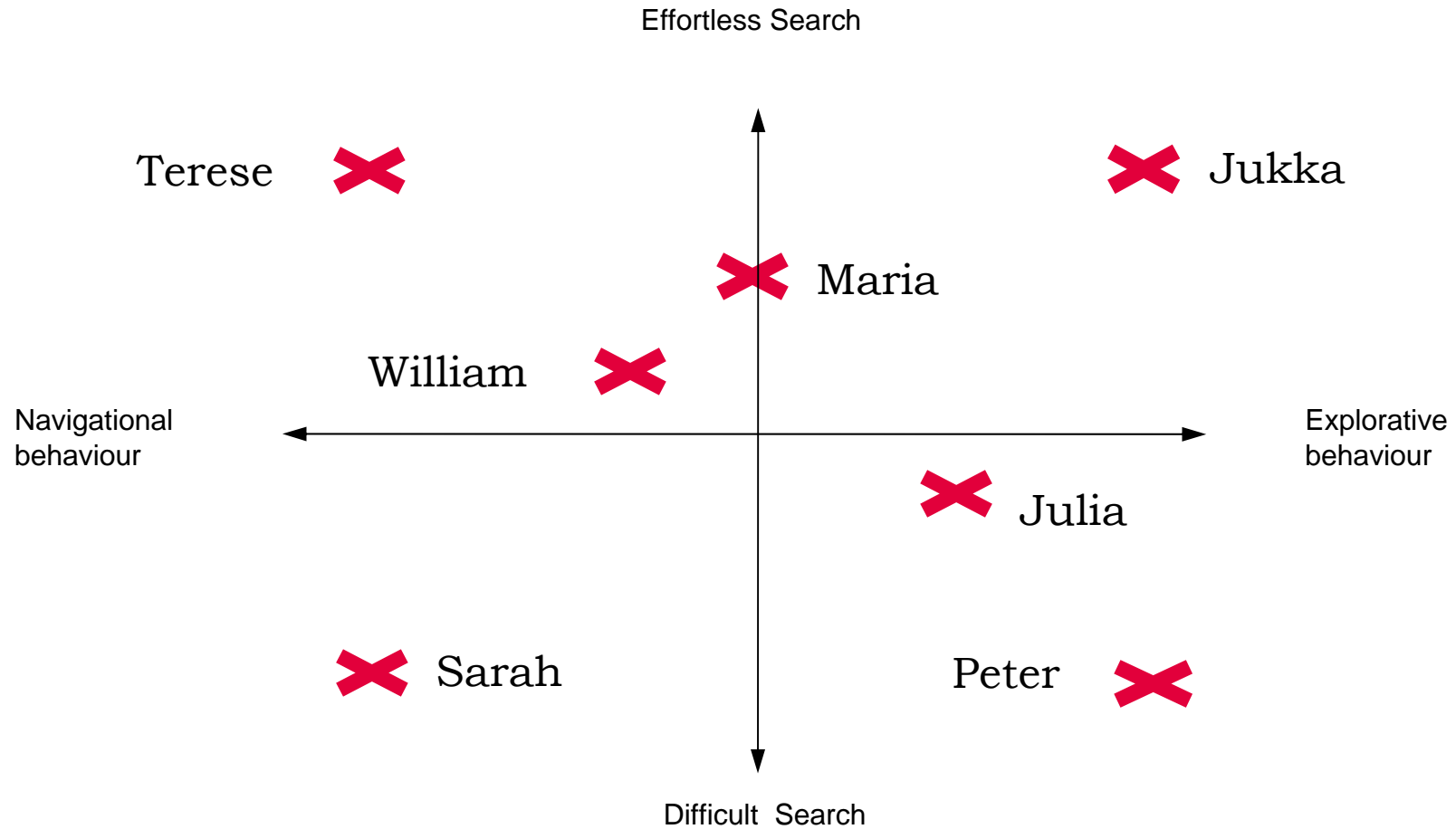
Europeana Personas

4 of the 7 personas were chosen by The Europeana office as primary:

- William
- Maria
- Peter
- Jukka

The purpose is to focus efforts across the Europeana projects

Personas matrix

Effortless Search

Terese ✖

✖ Jukka

✖ Maria

William ✖

Navigational
behaviour

Explorative
behaviour

✖ Julia

✖ Sarah

Peter ✖

Difficult Search

The 4 personas are already being used in Europeana for

- Planning new services

- Selection of services

- Development of services

- Evaluation

- Marketing

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Example of use

Europeana v.1 workshop with Test User Panel:

Participants were divided into four groups – each representing the perspective of one of the four primary personas

to generate ideas that will go into the Danube release, or perhaps even the Rhine release if possible

Why do you need to know?

All major decisions are taken by the Europeana Office and as they **use the personas** to focus and unify development and services

Your work will be evaluated in relation to the personas

Perhaps you forget…

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More information

- The Personas Catalogue is available on Liferay:

  https://version1.europeana.eu/c/document_library/get_file?p_l_id=16989&folderId=103169&name=DLFE-5702.pdf

- Questions and comments to:

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