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¹ <https://pro.europeana.eu/project/europeana-dsi-4>

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1. Executive summary

Number of visits is our key success metric for the Europeana collections website. In the past year we performed very well with an increase of traffic by 29,18% (equal to over 6 million visits). Organic search continues to be the biggest source of traffic (59.2% of total traffic). We saw a positive trend for referral traffic. Especially during the COVID-19 quarantine some websites mentioned the Europeana Initiative (for example CNN) as a source for digital resources. A big increase of 192% was seen in traffic from social media. Our presence on Facebook, Pinterest and Giphy was particularly successful. We could see increases in both traffic from those platforms to the Europeana collections website and engagement on all platforms (shares, likes, comments). In the past year, we saw an increased number of editorial outputs which resulted in more visits to editorials on the Europeana collections website.

User return rate is another key metric we look at when we evaluate the success of the Europeana collections website. We can see that the user return rate remains stable in the past two years with small deviations between 11.50% and 13.50%. Our aim is to see a steadily growing user return rate from year to year. To achieve this, the consortium maintains and continuously improves the website with a focus on a satisfying collections experience for users. The most recent measurement for user satisfaction on the Europeana collections website done in July 2020 showed a very good Net Promoter Score (NPS) of 42 for the question 'How likely is it that you would recommend our service to a friend or colleague?' Exhibitions, in particular, achieved a very good NPS, with an average of 53.

Our efforts in the education market continue to be very successful with eight new integrations of Europeana data in virtual learning environments. In the past year, we also published 442 new digital learning resources with Europeana content for use in classrooms and other educational projects. We evaluated the satisfaction rate of teachers using Europeana and received an excellent NPS score of 67.

2. Introduction

The Europeana core service platform (CSP) provides access to about 50 million digital cultural objects from thousands of cultural heritage institutions across Europe, operating as a multi-sided platform intending to create value for cultural heritage institutions and for end-users.

As an initiative of the European Union, and funded under the Connecting Europe Facility (CEF)², Europeana DSI-4 is the project that operates the Europeana CSP. The service is provided by a consortium of 21 partners, coordinated by the Europeana Foundation.

This deliverable informs the reader about users and usage patterns of the Europeana platform and digital cultural content. Users engage with Europeana content mainly via the Europeana collections website, Transcribathon.eu, Europeana APIs and on external platforms (Europeana social media channels, partner websites). The document refers to our key audiences namely European citizens (cultural enthusiasts/casual users), education audiences (teachers), and API users³.

The assessment aims to learn whether current efforts are sufficient, very good or in need of improvement, and through which actions.

The report focuses its analysis on the past year (Sep 2019 - Aug 2020), while other reporting periods may be used (for example) for the purpose of comparing reporting periods. Reporting periods are indicated at the respective sections.

The C.2/C.3 Users and usage report is an iteration of previously submitted reports⁴.

² <https://ec.europa.eu/inea/en/connecting-europe-facility>

³ Academic research audiences are excluded from this analysis as the highest priority of the Europeana Research initiative has changed from promoting the reuse of Europeana resources in mere research contexts, such as infrastructures and early-career scholars' projects, to capacity building in the cultural heritage sector.

⁴ Available on the Europeana DSI-4 project page in the section project documentation.
<https://pro.europeana.eu/project/europeana-dsi-4>

3. Europeana services

This chapter assesses users and usage patterns of the Europeana platform and includes our main user facing products: The Europeana collections website, Europeana APIs and Transcribathon.eu.

3.1. Data collection methods

For the evaluation of users and usage data for the Europeana collections website this report draws from data available via Google Analytics⁵. The data looked at excludes Europeana offices IP addresses based in The Netherlands (filter view) to allow for little deviations as possible (as of use by Europeana staff during maintenance and development).

For the Transcribathon.eu we use Google Analytics as well as a site specific system that monitors the metrics of the site and for the API usage metrics we rely on our logging service which aggregates the logging from all APIs.

Data collection methods are in line with our privacy policy⁶ that describes what and how we collect data from users.

3.2. Europeana collections website

We have several mechanisms in place to evaluate the usage of the Europeana collections website and to understand who our users are. This chapter investigates what we can learn from usage patterns and user satisfaction, with two specific objectives - we aim to:

1. increase the traffic to the Europeana collections website, and
2. increase the user return rate to the Europeana collections website.

3.2.1. Audiences

The Europeana collections website has four main target audiences, namely teachers, researchers, cultural enthusiasts (casual users), and API users which are documented in the form of 'Personas'⁷. These can be found in the [Annex](#)⁸.

⁵ <https://analytics.google.com/analytics/web/>

⁶ <https://www.europeana.eu/en/rights/privacy-policy>

⁷ 'Personas' are a tool designed to help product teams to empathise with their users and consider their needs when designing the interface and developing the functionalities that determine the user experience of the Europeana collections website.

⁸ The personas were last updated in January 2019.

3.2.2 Traffic to the Europeana collections website

EF aims to reach 500,000 monthly visits to the Europeana collections website (including the Europeana blog⁹). In the following section we compare two periods (Sep 2018 - Aug 2019) and Sep 2019 - Aug 2020) to see trends over time.

Traffic to the Europeana collections website (including Europeana blog) comparing two reporting periods (Sep 2018 - Aug 2019 and Sep 2019 - Aug 2020)¹⁰



The traffic increased by 29,18% from 4,716,738 to 6,093,278 visits between Sep 2018 - Aug 2019 and Sep 2019 - Aug 2020. In comparison to year one of Europeana DSI-4 we saw a steady increase in traffic, hitting almost 670,000 visits/month for the first time in April 2020.

Europe at Work season and the GIF IT UP contest in autumn 2019 were particularly successful in generating traffic. From January 2020 onwards, we got a boost in organic traffic because more pages were crawled by Google. In March, we saw a peak in traffic related to communication and dissemination activities for the Women's History Month. In March/April we also communicated the launch of the updated Europeana collections

⁹ Europeana blogs are hosted by a separate CMS. Blogs will be integrated into the Europeana collections website CMS by the end of 2020.

¹⁰ This graph shows the number of visits to both the classic and updated the Europeana collections website cumulative.

website, and likely also benefited from increased digital usage during the COVID-19 pandemic. Additionally, we saw an increase in traffic coming from API integration(s) on third party websites which contributed to a steep increase in traffic coming from the source “other.” After April we saw the usual seasonal trend with a drop in traffic coming to the website in summer (note the higher year-on-year benchmark).

3.2.2.1. Traffic sources

Traffic to the Europeana collections website comes from five primary sources: organic search (via search engines), referral (visits coming via links on other websites), direct (people directly typing the url in the browser or using bookmarks), social (from social media platforms), and email (from newsletters).

For all sources of traffic we saw an increase in traffic in the past year. More detailed information is provided in the sections below.

Sources of traffic in visits comparing two reporting periods (Sep 2018 - Aug 2019 and Sep 2019 - Aug 2020)¹¹

	2018/2019	2019/2020	Change
Organic search	2,969,057	3,499,450	+ 17.86%
Direct	790,117	944,410	+ 19.53%
Referral	384,214	485,879	+ 26.46%
Social	260,561	761,755	+ 192.35%
Email	21,209	29,413	+ 38.68%
Other	27,734	190,930	+ 588.43%

Organic search

A visit is considered to come from organic search if a user arrives at our website via a search engine with keywords. Google Analytics automatically recognises the most popular search engines, and attributes traffic to these sources.

Organic search was the biggest source of traffic in 2019/2020 bringing 3,499,450 visits which translates into 59.2% of total traffic. Comparing traffic via organic search between 2018/2019 with 2019/2020 we can see an increase of 17.86%.

¹¹ This table shows a small difference in numbers compared to the traffic chart above. The switch of websites from the old to the updated one while both sites received traffic as well as redirects might have affected the data.

In 2019/2020 the majority of top 10 landing pages via organic search were the different language versions of the Europeana homepage. This suggests that users were aware of the Europeana Initiative and used the keyword 'Europeana' as a search term.

In the past year (Sep 2019 - Aug 2020) users landed on over one million different pages as a result of multiple niche searches. This is a sign of a long tail-traffic on which we have a limited influence.

Direct traffic

A visit is considered to be direct traffic if a user directly typed an Europeana collections website related URL, or if the user had bookmarked the site. Direct traffic was the second largest traffic source in 2019/2020 with 16.0%. We observed an increase in direct traffic with 19.53%.

Referral traffic

A visit is considered a referral when a user is referred from another site to the Europeana collections website. Referral traffic made up 8.2% of the total traffic in 2019/2020. Comparing referral traffic with 2018/2019 we see an increase of 26.46%. This is a positive trend as the last C.2/C.3 report (M20) showed a decrease of referral traffic. Especially during the COVID-19 quarantine some websites mentioned the Europeana Initiative like CNN¹² as a source for digital resources.

The biggest impact on the referral traffic in 2019 was the removal of the Europeana collections website from the Creative Commons Search engine due to right statements accuracy issues (14,940 visits in 2018/2019 versus 568 visits in 2019/2020 - over 96% drop). Europeana is now available again as a resource¹³ in the Creative Commons search.

TOP traffic sources in visits via referral traffic (Sep 2019 - Aug 2020)

Source	2019/2020
omnia.ie	26,940
en.wikipedia.org	6,866
trabajarporelmundo.org	6,756
datasciencesociety.net	5,085
noticias.universia.net.mx	4,794
ceres.mcu.es	4,609

¹²

<https://cnnspanol.cnn.com/2020/03/18/aburrido-en-la-cuarentena-ponte-a-leer-aqui-algunas-paginas-para-de-scargar-libros-electronicos-gratis-y-de-forma-legal/>

¹³ <https://search.creativecommons.org/search?q=dress&source=europeana>

classroom.google.com	4,221
eds.b.ebscohost.com	2,020
eds.a.ebscohost.com	1,977
cnnspanol.cnn.com	1,929

Omnia.ie¹⁴ is the source that generated most referral traffic to the Europeana collections website in 2019/2020. The platform allows a user to explore repositories such as Europeana or the Digital Public Library of America through one interface¹⁵. This can be seen as a success story of integrating the Europeana API in external services.

Social

More detailed information on traffic from social media platforms and interaction with content on the Europeana social media channels is provided in section [4.2. Europeana social media channels](#).

Others

Other traffic made up 3.2% of total traffic in the past year. Other traffic saw a high increase between 2018/2019 and 2019/2020 with 588.43%. We attribute this to an API integration on a third party website that generates traffic to our website. Other traffic might also count visits by users that can't be tracked as of private/incognito browsers or users that do not allow cookies. We assume that the number of people who use private mode or safe browsers increases over time.

Email

Email traffic makes up 0.5% of total traffic in the past year. Email traffic increased between 2018/2019 and 2019/2020 with 38.68%. Email traffic comes from visits via links provided in our newsletter which currently reaches over 49,000 subscribers.

3.2.2.2. Geographic distribution of users

To gain a better understanding of traffic to the Europeana collections website we also looked at the geographic distribution of users. The table below illustrates the top 10 countries from which users visited the website.

Top 10 countries with most visits (Sep 2019 - Aug 2020)¹⁶

Top 10	2019/2020
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¹⁴ <http://omnia.ie/>

¹⁵ <https://eadh.org/projects/omnia>

¹⁶ Currently both the old and updated the Europeana collections website are online accessible. The table shows data for the updated website (including blog) only (as of restrictions to merge data in Google Analytics).

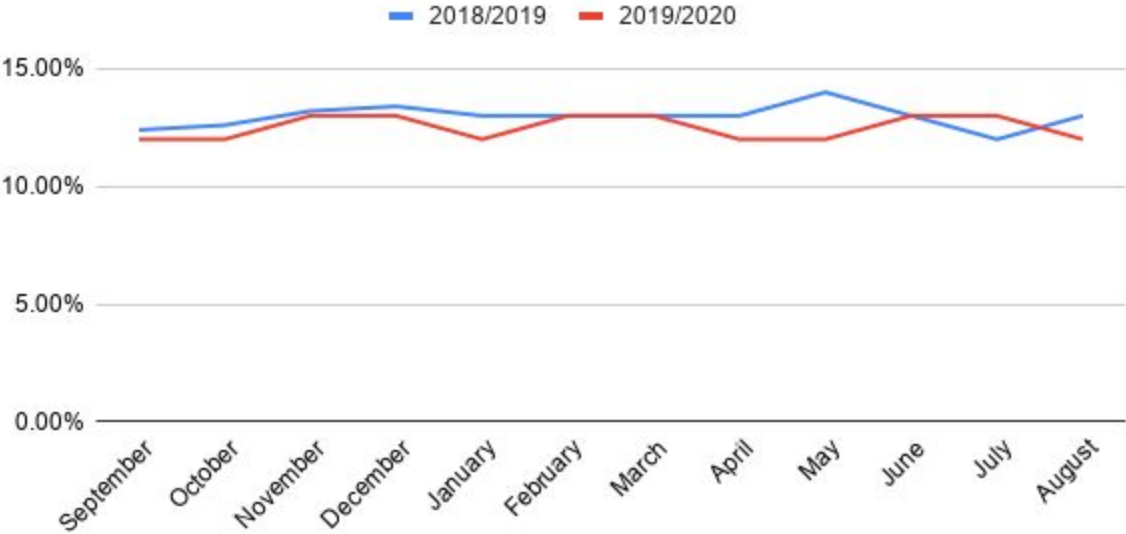
1.	Netherlands (127,819)
2.	Germany (103,530)
3.	Italy (87,240)
4.	United States (85,479)
5.	Sweden (84,183)
6.	Spain (72,303)
7.	United Kingdom (54,287)
8.	Poland (49,547)
9.	Hungry (47,764)
10.	Denmark (46,460)

In 2019/2020 the top 10 list consisted of eight EU Member States, the United Kingdom and the United States.

3.2.3. User return rate to Europeana collections website

EF is aiming at reaching a user return of 15% on the Europeana collections website. We measure our success by the amount of visits the website receives on a daily basis. Happy users stay on the website longer, browse more pages and frequently return. Therefore, a key metric to measure how satisfied our users are is a steadily growing user return rate.

User return rate to the Europeana collections website comparing two periods (Sep 2018 - Aug 2019 and Sep 2019 - Aug 2020)



Comparing two reporting periods we can see that the user return rate keeps on being stable since the past two years with small derivations between 11.50% and 13.50%.¹⁷

Our aim is to see a steadily growing user return rate from year to year showing that the Europeana collections website is valued by our users and those are drawn back to the website more frequently.

To achieve this the consortium maintains and continuously improves the website with a focus on a satisfying collections experience for users. In the upcoming months, we will add more user engagement features to attract more return visitors. We will also invest in improvements to search as a key aspect of website experience and extend features to support the new multilingual strategy as critically important for reaching and retaining new audiences.

3.2.4. User satisfaction with the Europeana collections website

EF regularly measures user satisfaction on the Europeana collections website through surveys. Three times a year, we survey users to measure the Net Promoter Score (NPS)¹⁸.

User satisfaction for the Europeana collections website (Sep 2018 - Aug 2019 and Sep 2019 - Aug 2020)

Metric	Sep 18 - Aug 19	Sep 19 - Aug 20
NPS survey (average per year)	38	28

In the past year, we received a lower average NPS score than the previous year. Yet, the score increased throughout the past year, with a very good NPS score of 42 in July 2020. (November 2019: NPS 17; March 2020: NPS 25).

User feedback we received for the Europeana collections website (Sep 2019 - Aug 2020)¹⁹

Users like	Users do not like
<ul style="list-style-type: none"> - People like the size and diversity of our collection - People like that we have items that they cannot find elsewhere 	<ul style="list-style-type: none"> - People are missing the sources page on the new website https://classic.europeana.eu/portal/en/explore/sources.html

¹⁷ Note: returning users that arrive to the Europeana collections website incognito or do not use cookies are not included in this metric as those cannot be tracked by Google Analytics.

¹⁸ An NPS is calculated based on responses to a single question: 'How likely is it that you would recommend our company/product/service to a friend or colleague?' NPS rating is on a scale of -100 to +100, with a score of +50 considered excellent. https://en.wikipedia.org/wiki/Net_Promoter

¹⁹ A detailed analysis of user feedback is provided in the A.1 Platform report.

<ul style="list-style-type: none"> - Teachers like that they can find material for their learning scenarios - People enjoy the Sound of Trenches exhibitions 	<ul style="list-style-type: none"> - People want to have the full text search in newspapers - People complain about broken media links
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For each new exhibition, a Net Promoter survey is undertaken. These run for the duration of the exhibition promotion, until 100 responses are reached or one month (whichever milestone is reached first).

User satisfaction for exhibitions (Europeana DSI-4)

Metric	Sep 18 - Aug 19 (Year 1)	Sep 19 - Aug 20 (Year 2)
NPS survey (average per year)	50.8	53

In the past year, we could improve the NPS score for exhibitions and we received an excellent score of 53.

We monitor feedback on our editorial formats (blogs and galleries) through direct commenting on the feature (e.g. blogs) and through social media responses. This feedback is mostly positive and/or qualitative. A lot of the user feedback we receive for our editorials does not equate to actionable changes that need to be made, rather it demonstrates that users are engaging with and reflecting on the content²⁰.

3.2.5. User behaviour on the Europeana collections website

To see how our users are behaving on the Europeana collections website we monitor the following engagement metrics.

User behaviour on the Europeana collections website comparing two reporting periods (Sep 2018 - Aug 2019 and Sep 2019 - Aug 2020)

	2018/2019	2019/2020	Change
Downloads (cumulative per DSI year)	352,682	441,546	+ 25.2%
Total number of click-throughs to partner websites (cumulative per DSI year)	241,200	132,665	- 44.1%
Average visit duration	02:01	01:45	- 27.9%
Average amount of pages viewed per visit	3.2	3.3	+ 3.1%

²⁰ Detailed information on actions taken to improve the platform based on user feedback received will be reported on in the A.1 Platform report.

In the past year, we saw a positive trend in the number of records downloaded. Number of click-throughs decreased. We assume that as data quality improves over time on the website, there is less need for users to click-through to partners websites to explore the content. To increase traffic to partners' websites we placed the partner institutions prominent on the new record page, visible for users to click. We also saw that the average time spent per visit decreased. This does not necessarily show lower user satisfaction, it can also mean that users were able to find what they are looking for faster, perhaps also due to the 50% increased search speed.

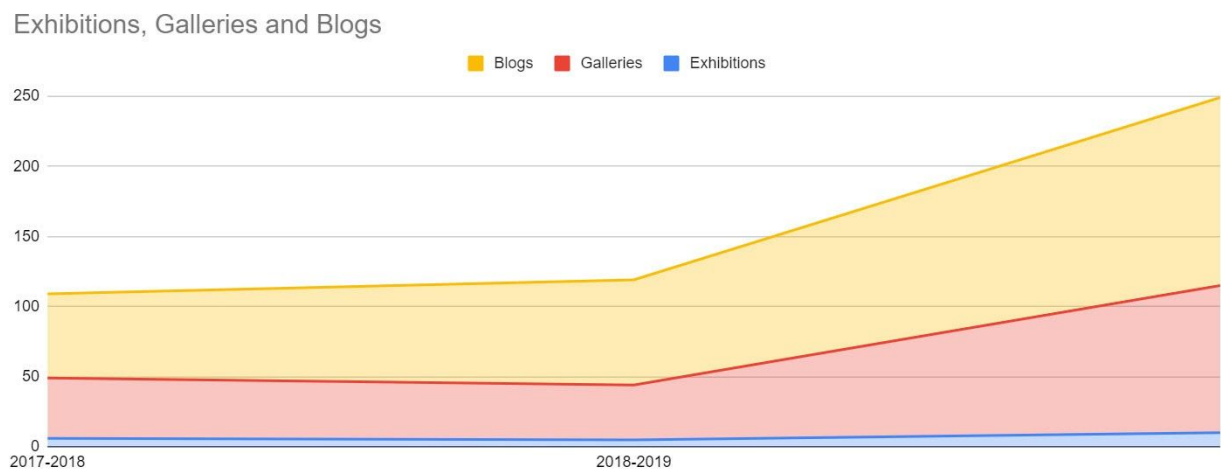
3.2.6. Content usage on the Europeana collections website

On the Europeana collections website the user can search for content via our search box, explore and search for content by entity via collections pages, and access content by browsing through galleries, blogs and exhibitions.

In the past year, we saw an increased number of editorial outputs which resulted in more visits coming to editorials. Some factors contributing this included: better coordination with Generic Services projects who contributed editorials, more interest in online publication during the COVID-19 pandemic, and optimised internal output capacities to streamline planning and publishing.

Most popular editorial content is a mix of newly created content and existing content. We saw that content has potential for a long lifespan if it combines high quality content and a topic of high interest to users.

Editorials published comparing two reporting periods (Sep 2018 - Aug 2019 and Sep 2019 - Aug 2020)



Below we highlight the content that was used most by users in a given period, measured by number of visits.

Exhibitions²¹

Exhibitions are long-form narratives that aim to engage readers with their stories and top-quality imagery. In the past year, the traffic to exhibitions increased by 77,54%. Top three exhibitions based on numbers of visits are listed below.

Traffic to exhibitions comparing two reporting periods (Sep 2018 - Aug 2019 and Sep 2019 - Aug 2020)

	2018/2019	2019/2020	Change
Total number of visit to exhibitions	224,935	399,354	+ 77.54%

Top three exhibitions (Sep 2019 - Aug 2020)

Title	Theme	Date of publication	Visits	NPS
Sound of The Trenches ²²	Music / World War I	January 2020	82,549	35
Celebrations in Europe ²³	Pan-European Traditions	February 2020	77,086	41
Art Nouveau - A Universal Style ²⁴	Art	February 2017	67,044	53

Galleries²⁵

Galleries are curated sets of items based on a theme. In the past year, the traffic to galleries increased by 212.92%. Top three galleries based on numbers of visits are listed below.

Traffic to galleries comparing two reporting periods (Sep 2018 - Aug 2019 and Sep 2019 - Aug 2020)

	2018/2019	2019/2020	Change
Total number of visit to galleries	80,497	251,897	+ 212.92%

Top three galleries (Sep 2019 - Aug 2020)

²¹ <https://www.europeana.eu/portal/en/exhibitions/foyer>

²² <https://www.europeana.eu/en/exhibitions/the-sound-of-the-trenches>

²³ <https://www.europeana.eu/en/exhibitions/celebrations-in-europe>

²⁴ <https://www.europeana.eu/en/exhibitions/art-nouveau-a-universal-style>

²⁵ <https://www.europeana.eu/portal/en/explore/galleries>

Title	Date of publication	Visits
Washing hands ²⁶	February 2020	7,643
Spring flowers ²⁷	April 2020	5,442
Midsummer ²⁸	June 2017	4,881

Blogs

Blogs are short editorial pieces that illuminate a particular topic - they can tell a story of individual artists, artworks or institutions. In the past year, the traffic to galleries increased by 141.97%. Top three blogs are listed below.

Traffic to blogs comparing two reporting periods (Sep 2018 - Aug 2019 and Sep 2019 - Aug 2020)

	2018/2019	2019/2020	Change
Total number of visit to blogs	234,563	567,587	+ 141.97%

Top three blogs (Sep 2019 - Aug 2020)

Title	Date of publication	Visits
Social distancing in cultural heritage gifs ²⁹	March 2020	12,608
Museum jigsaw - puzzle over beautiful artworks ³⁰	April 2020	12,567
Easter with art and culture - 5 activities for the whole family ³¹	April 2020	11,948

Europeana Classroom³²

In March 2020, we launched a new space with 300+ educational resources for educators and learners on the Europeana collections website. The space provides access to learning scenarios in five European languages. The space also offers co-creation tools, video tutorials, apps and games. Since its launch, the content available on the section received 33,755 visits.

3.3. Europeana APIs

EF provides and develops multiple API endpoints for software clients to interact with the platform. Europeana APIs allow users to build applications that use the wealth of cultural

²⁶ <https://www.europeana.eu/en/galleries/washing-your-hands>

²⁷ <https://www.europeana.eu/en/galleries/spring-flowers>

²⁸ <https://www.europeana.eu/en/galleries/midsummer>

²⁹ <https://blog.europeana.eu/2020/04/social-distancing-in-cultural-heritage-gifs/>

³⁰ <https://blog.europeana.eu/2020/04/museumjigsaw-puzzle-over-beautiful-artworks/>

³¹ <https://blog.europeana.eu/2020/04/easter-with-art-culture-5-activities-for-the-whole-family/>

³² <https://www.europeana.eu/en/europeana-classroom>

heritage objects available on the Europeana collections website, supporting the development of new products, services and creations. In this analysis we look at data from the past year (Sep 2019 - Aug 2020).

3.3.1. Audiences

The Europeana API user is documented in the form of a 'Persona' (see [Annex](#)).

3.3.2. Usage

All our APIs receive millions of requests each month. API usage statistics showed some decreases in the past year while users remain interested in our APIs (+ 25% API sign-ups). This year we have put effort into reviewing the approach for encouraging the use of APIs and developed a new API engagement strategy to form the basis of plans for the year ahead. These plans include fostering the current API developer community, creating more visibility (both internally and externally), onboarding new users, updating tools, and inspiring new integrations.

Usage statistics for APIs comparing two reporting periods (Sep 2018 - Aug 2019 and Sep 2019 - Aug 2020)

Metric	2018/2019	2019/2020	Change
Number of API users that exceeded the average of 5 calls a day (REST API) (average per month)	68	56	- 17.6%
Number of API users that were active for more than 5 days in each month (REST API) (average per month)	66	56	- 15.2%
Average number of API users per month (REST API)	168	167	- 0.6%
Total number of API sign-ups (REST API)	575	722	+ 25.6%
Average number of requests per month (all APIs)	-	74,725,017	-

3.4. Transcribathon.eu

Transcribathon.eu is a crowdsourcing platform allowing users to add transcriptions, tags and georeferences to historical material (historical letters, diaries and pictures). Transcriptions of documents are sent back to the providing cultural heritage institution, to make their content more accessible.

In the past year, we organised six participatory events to encourage cultural enthusiasts to transcribe historical documents. Two online events and four physical transcribathon events were organised in cooperation with heritage institutions throughout Europe (Austria, Germany, Romania, and Poland). These events gained new contributors and resulted in many new transcribed documents.

Metrics from Transcribathon.eu comparing August 2019 with August 2020

Type	August 2019	August 2020	Change (%)
Documents completed	c. 11,500	c. 34,000	+ 195%
Documents in progress	c. 86,000	c. 176,000	+ 105%
Registered users	c. 2,000	c. 2,500	+ 25%

4. External platforms

This chapter assesses usage patterns of Europeana content on external platforms such as social media and educational platforms.

4.1. Data collection methods

For the evaluation of the usage of Europeana content on Europeana social media channels this report draws from data available via Google Analytics³³.

For the analysis of usage on third party platforms we rely on information requested from our partners.

4.2. Europeana social media channels

We make strategic use of social media as a means of sharing cultural heritage content with European Citizens in the promotion of the Europeana collections website and seasonal campaigns. Social media enables us to place culture right where people are most likely to make use of it, reaching them in their online activities and via their communities of interest.

In the following section we compare two periods (Sep 2018 - Aug 2019 and Sep 2019 - Aug 2020) to see trends over time.

Visits to the Europeana collections website from social media (Sep 2018 - Aug 2019 and Sep 2019 - Aug 2020)

Social network	2018/2019	2019/2020	Change
Vistits	260,561	761,755	+ 192%

Traffic from social media makes up 12.9% of the total traffic. The traffic increased significantly between 2018/2019 and 2019/2020 (192%), as a result of adjusting the editorial strategy and by offering seasons. With the seasons, being closer related to the website and offering interesting curated and editorial content, we are able to use social media not only to showcase Europeana's content and encourage engagement on the platforms used by culture enthusiasts, but we can also use these platforms to generate traffic to the Europeana collections website.

Most traffic came from Facebook (84%), followed by Pinterest (10%), Twitter (3,3%), and Instagram (0,7%). Besides our own social media channels we receive traffic from VKontakte,

³³ <https://analytics.google.com/analytics/web/>

a social media platform popular mainly in Russia, Belarus and Ukraine as well as traffic from Asian social networks such as Sina Weibo and Naver. This shows that the Europeana collections website increases its recognition outside of the European Union. More details on our individual social media channels can be found below.

4.2.1. Facebook³⁴

We publish new posts on Facebook daily. Currently (Aug 2020) the Europeana Facebook page counts 118,719 fans. In last year, we gained 7,623 new fans (6,86% increase).

The most social traffic comes from Facebook thanks to easiness of linking, various image options and easiness of providing content as well as advanced targeting and promotional options. On Facebook we can observe a decline of younger users and we started to develop our Instagram presence to reach them, aiming for both channels to grow further.

Traffic from Facebook to Europeana collections website (Sep 2018 - Aug 2019 and Sep 2019 - Aug 2020)

2018/2019	2019/2020	Change
181,574	644,350	+ 255%

Engagement on Facebook (Sep 2018 - Aug 2019 and Sep 2019 - Aug 2020)

2018/2019	2019/2020	Change
25,458,670 impressions	81,340,119 impressions	+ 219%
437,602 engagements (shares, likes, comments)	1,781,264 engagement (shares, likes, comments)	+ 307%

Our presence on Facebook was very successful in the past year. Comparing two periods the traffic coming from Facebook to the Europeana collections website, impressions on Facebook and engagement (shares, likes, comments) increased significantly.

Most popular Facebook posts in the reporting period based on impressions are listed below.

Top three most popular posts on Facebook (Sep 2019 - Aug 2020)

Title	Type	Date of publication	Impressions
A rose is a rose	Exhibition	29/07/2020	1,484,207
Byzantine Instruments	Exhibition	21/08/2020	1,078,707

³⁴ <https://www.facebook.com/Europeana/>

#DiscoveringEurope	Announcement	15/06/2020	967,463
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We can see that most popular content were exhibitions which is a result of our strategy of using curated content on Facebook as an entry point to the Europeana collections website. In this way, the users not only discover and engage with the content featured in the post, but are also invited to explore more curated content on the Europeana collections website.

4.2.2. Twitter³⁵

We tweet from our account at least once per day, usually multiple times per day. We use Twitter to both engage the users with the content as well as keep in touch with the partners and stakeholders. Currently (Aug 2020) the Europeana Twitter account counts 38,000 followers. In the past year, we gained 2,972 new fans (8.48% increase).

Traffic from Twitter to Europeana collections website (Sep 2018 - Aug 2019 and Sep 2019 - Aug 2020)

2018/2019	2019/2020	Change
16,477 visits	25,321 visits	+ 54%

Engagement on Twitter (Sep 2018 - Aug 2019 and Sep 2019 - Aug 2020)

2018/2019	2019/2020	Change
4,550,700 impressions	4,388,400 impressions	- 4%
35,814 engagement (shares, likes, comments)	37,498 engagement (shares, likes, comments)	+ 5%

We see an increase for traffic coming from Twitter to the Europeana collections website while impressions on Twitter decreased slightly, and engagement increased slightly.

Most popular Twitter posts in the reporting period based on impressions are listed below.

Top three most popular posts on Twitter (Sep 2019 - Aug 2020)

Title	Type	Date of publication	Impressions
GIF IT UP competition	Announcement	01/10/2019	66,905
New Europeana Collections	Announcement	23/03/2020	35,941
Botanical gardens	Blog	26/08/2020	27,087

³⁵ <https://twitter.com/Europeanaeu>

Announcements of big events like GIF IT UP and the launch of the updated Europeana collections website were relevant to both professionals and culture enthusiasts. In general, tweets that refer to current themes of interest to people have the potential to be shared by a variety of types of followers and perform the best (for example Botanical gardens reached far because people are interested in the environment).

4.2.3. Pinterest³⁶

Several times a week we add pins on Pinterest. Boards showcase content related to themes such as time periods, artists, art & design movements, types of objects, and animals. A user can access more than 10,5 thousand pins organised in more than 270 boards.

Currently (Aug 2020), the Europeana Pinterest channel counts 22,696 followers. In the past year, we saw an increase of followers with 12.4%.

Traffic from Pinterest to Europeana collections website (Sep 2018 - Aug 2019 and Sep 2019 - Aug 2020)

2018/2019	2019/2020	Change
53,386 visits	76,286 visits	+ 43%

Engagement on Pinterest (Sep 2018 - Aug 2019 and Sep 2019 - Aug 2020)

2018/2019	2019/2020	Change ³⁷
46,734,381 impressions	58,644,413 impressions	+ 25%
1,845,665 engagement (close-ups, saves, clicks, comments)	2,527,607 engagement (close-ups, saves, clicks, comments)	+ 37%

In the past year, both traffic from Pinterest to the Europeana collections website as well as engagement on the platform itself increased.

Pinterest mostly attracts users interested in the visual aspect of the record and traffic and engagement on the platform is expected to grow with the increased amount of high quality content with thumbnails on the Europeana collections website. It has to be noted that most engagement (pins and repins) of Europeana content happened on other boards than the Europeana's own boards.

³⁶ <https://www.pinterest.de/europeana/boards/>

³⁷ In 2019, Pinterest introduced a new analytics dashboard and changed a way some of the metrics are tracked

Pinterest users engaging with Europeana content are mostly interested in fashion followed by design, crafts and art. Most popular Pinterest pins in the reporting period based on impressions are listed below, they're all contemporary catwalk pictures.

Top three most popular pins on Pinterest (Sep 2019 - Aug 2020)

Title	Type	Impressions
Missoni, Autumn-Winter 1997, Womenswear	Fashion (catwalk photo)	614,483
Christian Lacroix, Spring-Summer 1991, Couture	Fashion (catwalk photo)	561,349
Alexander McQueen, Spring-Summer 2002	Fashion (catwalk photo)	197,629

4.2.4. Giphy

Since 2015, we organise annual GIF IT UP³⁸ competitions with the aim to increase our reach to new and wider audiences and to promote engagement with Europeana content. We collaborated with international partners including DPLA (Digital Public Library of America), DigitalNZ (New Zealand), Trove (National Library of Australia), and the leading online GIF site GIPHY to run and promote the competitions.

Our activities were very successful with over 590 Gifs created with cultural heritage content as part of the yearly GIF IT UP competitions.

Note: Gifs are embedded in different places, channels and websites and those do not link back to the Europeana collections website. Therefore the traffic analysis was excluded in this section.

Engagement on Giphy (Sep 2018 - Aug 2019 and Sep 2019 - Aug 2020)

2018/2019	2019/2020	Change
304,887,825 impressions	544,382,584 impressions	+ 79%

In the past year, impressions for our Gifs increased. Given that many GIFs are being used on social media and in messaging applications (such as WhatsApp, Telegram, Facebook Messenger) to express emotions, the majority of the most popular GIFs are the ones representing facial expressions such as smile, wink or eyeroll. During the lockdown, especially the gifs related to love were viewed a lot. Additionally, Europeana's GIFs appear high in the search results for keywords such as mustache, art, ski, dance on the Giphy page.

³⁸ <https://giphy.com/europeana>

4.2.5. Instagram³⁹

We have started our activity on Instagram in February 2019. Therefore yearly data comparison like in the other sections is not possible.

Between September 2019 and August 2020 our Instagram posts received 416,390 impressions and 13,841 engagements. The content we're sharing consists of visually appealing artworks and photographs accompanied by a short description and a number of relevant hashtags encouraging findability. The platform offers very limited linking opportunities to generate traffic back to the Europeana collections website. To make a better use of the 'link in bio' section, we created a landing page⁴⁰ listing the content related to the recent posts. In this way, we can showcase more content under the single link and give the users the opportunity to click-through and discover records and editorial pieces on the Europeana collections website. As a result, Instagram generated 6,758 visits to the Europeana collections website.

4.3. Third party platforms

We continued to collaborate with third party platforms and apps to bring cultural heritage to new and wider audiences. We mainly reach the general public (European citizen) as well as educational audiences with Europeana digital cultural content.

4.3.1. European citizens

DailyArt & Daily Art Magazine

Through a partnership with DailyArt we bring curated content to over 1 million art lovers across the world. The following section shows content published in collaboration with Dailyart in the past year.

We published several paintings related to the Industrial Heritage season and others. The paintings presented in the app received over 2.7 million views on the day of the publication alone.⁴¹

Views of the paintings (by unique users) on the day of the publication

Title	Date	Views
Girl in White with Factory Chimneys and Flowers	08/09/2019	382,298

³⁹ https://www.instagram.com/europeana_eu/

⁴⁰ https://linkin.bio/europeana_eu

⁴¹ <http://www.dailyartmagazine.com/author/europeana/>

Log Raft	15/09/2019	379,308
The Little Brewery	22/09/2019	395,545
Lunchtime at the Building Site on the Van Diemenstraat in Amsterdam	29/09/2019	379,439
Cats in human dress playing a variety of games, including arm wrestling and tug of war. Kunimasa IV	11/07/2020	281,723
Athletes - Gösta von Hennigs	18/08/2020	281,931
Portrait of Lili Elbe - Gerda Wegener	03/09/2020	285,601
Two Men Boxing Eadweard Muybridge	14/09/2020	277,359

We also published four guest blog posts on Daily Art Magazine.

Views of the guest blogs on the day of the publication

Title	Date	Views
Artists and Industrial Revolution: Images of the Changing World	20/09/2019	1,200
From Spindle and Distaff to Mass Production: Spinning in Art	27/09/2019	380
A Glimpse of Maritime Life in the Past in 7 Artworks	04/10/2019	1,750
The Countryside in Art: from Idyllic Scenes to Social Issues	11/10/2019	265

4.3.2. Education platforms

We embedded relevant Europeana resources in various educational systems to increase awareness about the educational value of digital cultural data. The analysis in this section focuses on achievements and related data for the second year of Europeana DSI-4 (Sep 2019 - Aug 2020).

For this period we had eight new integration of Europeana data in virtual learning environments. These are platforms of Ministries of Education, CHI portal projects and other platforms widely considered as EdTechs.

We also support the development of digital learning resources with Europeana content and its use in classrooms and other educational projects. In this area, we work closely with Europeana DSI-4 consortium partners European Schoolnet (EUN) and Euroclio (Historiana). In the second year of Europeana DSI-4, we developed in total 442 new learning resources with Europeana data. We evaluated the satisfaction rate of teachers using Europeana with an excellent NPS of 67.

4.3.2.1. European Schoolnet⁴²

EUN coordinates two groups of teachers (Europeana Teacher Ambassador network, Europeana Teacher User Group) who create learning scenarios with Europeana content and stories of implementation in schools. Additionally, participants of the MOOCs are asked to create learning resources as a final assignment. In the second year of Europeana DSI-4, this resulted in more than 400 new learning resources:

- 259 new learning resources created by Ambassadors, User Group and Europeana 2020 Competition participants, made available on the Teaching with Europeana blog (including learning scenarios and stories of implementation).
- 141 new learning resources created by the participants of the English rerun of the MOOC⁴³ and by the participants of the translated editions of the *Europeana in your Classroom* MOOC (in Spanish, Portuguese, French and Italian).

Learning scenarios and other educational resources are published on the Teaching with Europeana blog⁴⁴, the Future Classroom Lab⁴⁵ and the EUN Youtube channels⁴⁶. All Europeana content ever published on European Schoolnet received 174,202⁴⁷ visits in the second year of Europeana DSI-4 (Sep 2019 - Aug 2020).

EUN usage metrics for content published in year 2, Europeana DSI-4 (Sep 2019 - Aug 2020)

Type	Amount	Visits
Teaching with Europeana - Learning scenarios	306	63,917
Teaching with Europeana - Stories of implementations (Sol)	94	13,277
Videos and webinars ⁴⁸	17	4,503

EUN usage metrics for content ever published (Sep 2018 - Aug 2020)

Type	Amount	Visits
Teaching with Europeana - Learning scenarios	513	81,380
Teaching with Europeana - Stories of implementations (Sol)	179	16,724

⁴² <http://www.eun.org/>

⁴³ Please note that not all learning resources resulting for the Europeana in your classroom MOOCs will be published on EUN platforms. Only the ones that conform to the quality check of the EUN Academy will be shared via the Teaching with Europeana blog and the Future classroom Lab.

⁴⁴ <https://teachwitheuropeana.eun.org/>

⁴⁵ <http://fcl.eun.org/directory>

⁴⁶ <https://www.youtube.com/c/EuropeanSchoolnet59>

⁴⁷ Does not include the number of visits on the Future Classroom Lab Portal.

⁴⁸ Includes unlisted videos created for the Europeana in your classroom MOOC which are only visible for MOOC participants.

Videos and webinars ⁴⁹	63	33,490
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Most visited content on European Schoolnet (Teaching with Europeana blog⁵⁰, Future Classroom Lab⁵⁰) (Sep 2019 - Aug 2020)

Type	Date of publication	Visits
LEARNING SCENARIOS		
Celebrations in Europe Scavenger Hunt ⁵¹	31/03/2020	1,004
Exploring and questioning philosophical ideas through images ⁵² - Teaching with Europeana	06/02/2019	984
Climate Change Webquest ⁵³	28/03/2020	928
STORIES OF IMPLEMENTATION⁵⁴		
Implementation of 'Letters and Postcards from War Times' (SOI-HU-03) ⁵⁵ - Teaching with Europeana	07/03/2019	621
Implementation of '3D Printing-Modern Available Technology of The Future' (SOI-PL-116) ⁵⁶ - Teaching With Europeana	01/04/2020	584
Implementation of "'Who Are You?' - A Pen Pal From the Past' (SOI-PL-114) ⁵⁷ - Teaching With Europeana	26/03/2020	324

4.3.2.2. Historiana⁵⁸

Euroclio publishes on its platform Historiana source collections and eLearning activities with Europeana content for history teachers across Europe. Europeana content published

⁴⁹ Includes unlisted videos created for the Europeana in your classroom MOOC which are only visible for MOOC participants.

⁵⁰ The following data have been collected via the Future Classroom Lab repository analytics.

⁵¹ <https://teachwittheuropeana.eun.org/learning-scenarios/celebrations-in-europe-scavenger-hunt-ls-hr-287/>

⁵²

<https://teachwittheuropeana.eun.org/learning-scenarios/exploring-and-questioning-philosophical-ideas-through-images-ls-eu-12/>

⁵³ <https://teachwittheuropeana.eun.org/learning-scenarios/climate-change-webquest-ls-hr-285/>

⁵⁴ Stories of Implementation are only published on the Teaching with Europeana blog

⁵⁵

<https://teachwittheuropeana.eun.org/stories-of-implementation/story-of-implementation-letters-and-postcards-from-war-times-soi-hu-03/>

⁵⁶

<https://teachwittheuropeana.eun.org/stories-of-implementation/implementation-of-3d-printing-modern-available-technology-of-the-future-soi-pl-116/>

⁵⁷

<https://teachwittheuropeana.eun.org/stories-of-implementation/implementation-of-who-are-you-a-pen-pal-from-the-past-soi-pl-114/>

⁵⁸ <https://historiana.eu/#/>

on Historiana received 15,090 visits in year 2 of Europeana DSI-4. For the same period, the Teacher Training Kit was downloaded 212 times on the Euroclio platform⁵⁹ and 139 in Europeana Pro⁶⁰.

Metrics for all Europeana content ever published on Historiana (Sep 2019 - Aug 2020)

Type	Amount	Visits
Source collections ⁶¹	60	47,764
Search Sources (Europeana)	1	1,045
Search Sources (Partners)	12	3,744

Most visited content on Historiana (Sep 2019 - Aug 2020)

Type	Date of publication	Visits
SOURCE COLLECTION		
Women In The First World War	Over a year ago (DSI3)	2,943
Contemporaries View Of Napoleon	Over a year ago (DSI4)	2,453
Precursors Of The Renaissance	Over a year ago (DSI4)	1,786
ELEARNING ACTIVITIES⁶²		
Climate change in historical perspectives	Last year (Opening Up)	817
Kořeny a vývoj současné klimatické krize (Roots and development of the current climate crisis)	Last year (Opening Up)	621
Giants of the Industrial Revolution	Over a year ago (DSI3)	353

4.3.2.3. Ministries of Education

Currently, Europeana content is integrated in the portals of five Ministries of Education (France, Spain, Portugal, Flanders-Belgium, Greece). We reached out to the institutions and asked for usage metrics. Some institutions provided usage data.

Usage metrics of Europeana content on Ministries of education platforms (Sep 2019 - Aug 2020)

⁵⁹ <https://www.euroclio.eu/wp-content/uploads/2020/02/Teacher-Training-Guide-v3.pdf>

⁶⁰ <https://pro.europeana.eu/post/teacher-training-guide>

⁶¹ This is a conservative estimate because most source collections exceed 15 sources, which is the number that we used to calculate how often Europeana sources are seen when a visitor visits a source collection.

⁶² This is a conservative estimate. The data is based on the 500 URLs that are most visited. When teachers copy an eLearning Activity this eLearning Activity gets a unique ID that also influences the URL.

Type	Amount	Visits
Ministry of Spain (Procomun) ⁶³	11 Learning scenarios 3 articles promoting Europeana resources for education	No data made available
Ministry of France (Éduthèque) ⁶⁴	Page du partenaire Actualité Napoléon par la caricature Page des actualités Actualité Nouvelles ressources d'Europeana Actualité Scénarios pédagogiques	No data made available
Ministry of Portugal (DGE) ⁶⁵	Search API integrated 21 learning scenarios 1 video how to use Europeana Transcribathon and Historiana description and links	97,129 visitors 129,486 sessions 380,384 views
Flanders Onderwijs en Vorming (Klascement) ⁶⁶	2 resources published: Teaching with Europeana blog, and Europeana MOOC (English version)	1,166 visits
Ministry of Greece (Institute of Educational Policy) ⁶⁷	Europeana space with learning resources in Greek	16,930 visits

4.3.2.3. Other platforms

Other integrations of Europeana data in virtual learning environments are CHI portal projects, online European and international campaigns pages (for example All Digital week⁶⁸) and other platforms widely considered as EdTechs. Currently, we count 9 integrations, from which eight integrations resulted from collaborations in the past years. We reached out to the platforms and received usage metrics from the following platforms.

Usage metrics on other educational platforms (Sep 2019 - Aug 2020)

Type	Amount	Visits/ click throughs / downloads
Unsplash (US) ⁶⁹	Online space with 182	47,870,886 visits

⁶³ <http://procomun.educalab.es/es/comunidades/europeana-patrimonio-digital-de-la-cultura-europea>

⁶⁴ <https://www.edutheque.fr/utiliser/partenaire/europeana.html>

⁶⁵ <https://erte.dge.mec.pt/europeana>

⁶⁶ <https://www.klascement.net/organisatie/22122/>

⁶⁷ <http://iep.edu.gr/el/deltia-typou-genika/europeana>

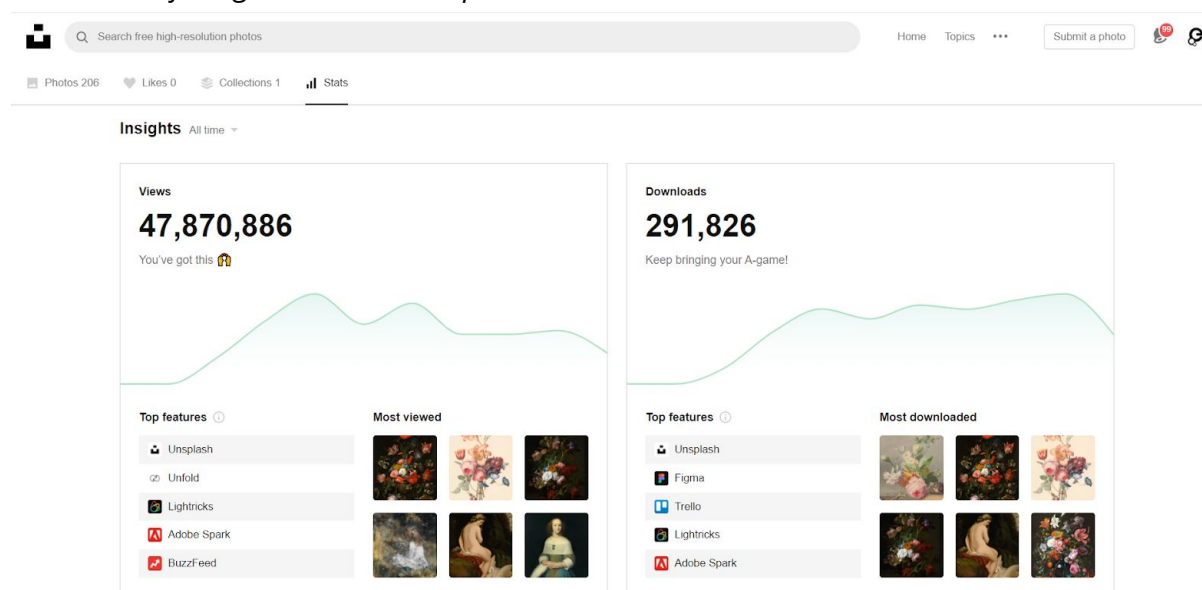
⁶⁸ <https://alldigitalweek.eu/resources/>

⁶⁹ <https://unsplash.com/@europeana>

(screenshot below with results of the most popular content)	items integrated in their platform	291,826 downloads
Lucian Blaga Central University Library of Cluj-Napoca online platform (Romania) ⁷⁰	Link to Europeana on the main page (partners' logos) and on the page with international resources	359 clicks
Itslearning (private/paid learning environment for schools)	Plugin in their VLE with more than 10M images of Europeana	846 plugin downloads

Most successful was our collaboration with the Unsplash (US) platform⁷¹. Since January 2020 the online space showcasing 206 Europeana items has generated circa 48 million visits and over 291 thousand downloads (see screenshot below).

Screenshot of usage metrics on Unsplash



⁷⁰ <https://www.bcuculuj.ro/en/library-resources/access-to-web-resources>

⁷¹ <https://unsplash.com/@europeana>

5. Conclusion

Number of visits is our key success metric for the Europeana collections website. In the past year we performed very well with an increase of traffic by 29,18% (equal to over 6 million visits in total). In comparison to year one of Europeana DSI-4 we saw a steady increase in traffic, hitting almost 670,000 visits/month for the first time in April 2020. Particularly successful was the period between March and April. This coincided with the launch of the updated Europeana collections website and Women's History Month. Figures likely also increased due to the digital usage during the COVID-19 pandemic.

User return rate is another key metric we look at when we evaluate the success of the Europeana collections website. We can see that the user return rate keeps on being stable since the past two years with small derivations between 11.50% and 13.50%. Our aim is to see a steadily growing user return rate from year to year showing that the Europeana collections website is valued by our users and those are drawn back to the website more frequently.

In the coming year, new user engagement features for creating personal galleries will be launched to attract more return visitors. Ongoing improvements to search, multilingual, and browsing experiences aim to also keep improving the value of the product to users so as to drive visits and usage.

Organic search continues to be the biggest source of traffic (59.2% of total traffic). The publishing of Schema.org⁷² for Item Pages was deferred until later in the year, and is expected to ultimately help Google take advantage of richer information to improve discoverability of our content in the search engine.

A positive trend is the increase in referral traffic by 26.46% in 2019/2020. The past C.2/C.3 report showed a decrease of referral traffic. Especially during the COVID-19 quarantine some websites mentioned the Europeana Initiative (for example CNN) as a source for digital resources.

A big increase of traffic with 192% was seen in traffic coming from social media. With the increased offer of interesting curated and editorial content, we were able to use social media not only to showcase Europeana's content and encourage engagement on the platforms themselves, but we also used these platforms to generate traffic to the Europeana collections website. Most traffic came from Facebook (84%), followed by Pinterest (10%), Twitter (3,3%), and Instagram (0,7%).

⁷² <https://schema.org/>

Traffic coming from Facebook to the Europeana collections website increased by 255%; impressions on Facebook by 219% (over 81.3 million impressions); and engagement increased by 307% (over 1.8 million shares, likes, comments). We can see that most popular content were exhibitions which is a result of our strategy of using curated content on Facebook as an entry point to the Europeana collections website.

Our content also performed very well on Pinterest, especially the engagement on the platform itself. We could see a high number of impressions (58.6 million) and engagement (almost 2.5 million close-ups, saves, clicks, comments in the past year). Pinterest mostly attracts users interested in the visual aspect of the record and traffic and engagement on the platform is expected to grow with the increased amount of high quality content with thumbnails on the Europeana collections website.

Gifs created with cultural heritage content as part of the yearly GIF IT UP competitions were very successful. In the past year, Gifs saw almost 544.4 million impressions on the Giphy website and other platforms those Gifs were embedded and used.

Through a partnership with DailyArt we bring curated content to over 1 million art lovers across the world. We published several paintings on their app which received over 2.7 million views on the day of the publication alone.

The most popular content on the Europeana collections website (measured by the number of visits) was a mix of newly created content and existing content. We saw that content has potential for a long lifespan if it combines high quality content and a topic of high interest to users. In the past year, we saw an increased number of editorial outputs which resulted in more visits coming to editorials (traffic to exhibitions + 77,54%; traffic to galleries + 212.92%; traffic to blogs + 141.97%). Some factors contributing this included: better coordination with Generic services projects who contributed editorials, more interest in online publication during the COVID-19 pandemic, and optimised internal output capacities to streamline planning and publishing.

We also measured user satisfaction for the Europeana collections website and exhibitions for the question 'How likely is it that you would recommend our service to a friend or colleague?' (every score above 0 can be considered good). The score increased throughout the past year, with a very good NPS score of 42 in July 2020. (November 2019: NPS 17; March 2020: NPS 25).

We also support the development of digital learning resources with Europeana content and its use in classrooms and other educational projects. In this area, we work closely with Europeana DSI-4 consortium partners European Schoolnet (EUN) and Euroclio (Historiana). In the second year of Europeana DSI-4, we developed in total 442 new learning resources with Europeana data. All learning resources ever created with Europeana content received almost 132,000 visits on European Schoolnet in the past year. All Europeana content

published on Historiana received over 40,000 visits in the past year. In line with this work we also evaluate the satisfaction rate of teachers using Europeana. We received an excellent NPS score of 67.

Users liked the size and diversity of content on the Europeana collections website. Users also enjoyed editorials such as exhibitions and finding items that they cannot find elsewhere. Teachers liked that they could find material for their learning scenarios. However, users noted that they miss the full text search in newspapers and notified us about broken links that disrupted their user journey. Requested newspaper features are in progress, and we're investing in new broken link tools and processes that should improve satisfaction in these areas over the next year.


All our APIs receive millions of requests each month. API usage statistics showed some decreases in the past year while users remain interested in our APIs (+ 25% API sign-ups). This year we have put effort into reviewing the approach for encouraging the use of APIs and developed a new API engagement strategy to form the basis of plans for the year ahead. These plans include fostering the current API developer community, creating more visibility (both internally and externally), onboarding new users, updating tools, and inspiring new integrations.

Our efforts in the education market continue to be very successful with eight new integrations of Europeana data in virtual learning environments. These platforms are from Ministries of Education, CHI portal projects and other platforms widely considered as EdTechs. Most successful was our collaboration with the Unsplash (US) platform. Since January 2020 the online space with 206 Europeana items integrated has generated circa 48 million visits and over 291 thousand downloads on the platform.

Throughout 2020, we will continue to amplify user engagement by improving our website experiences, growing editorial and marketing activities, including experimentation with new forms, formats, and partners.

Annex: Europeana Personas

Persona: the teacher



Jenny 46 yrs

Teacher

Goals

What changes do we want to help the user make?

My goal is to motivate my young students to learn by creating connections with real life

Tasks

What tasks are carried out by the user?

- I use the search feature over thematic collections
- I use similar items feature to find other items
- I make sure the items I use are free to re-use
- I read the description of the items

The teacher

About Jenny

What does the user believe in?

- I am a secondary school teacher of physics, chemistry, mathematics
- I am very passionate about teaching my student
- I make sure my lessons are fun and interesting for the students
- I believe students are the future

Frustrations

Whats keeping the user from achieving their goal?


- I don't know if it's me who can't find it or if it doesn't exist
- I copy paste the URL in a word document to find it later
- I find the inconsistent structure of metadata to be troublesome
- I find unclear information on licensing to hinder my activity

Context of use

What does the user need from us?

- I require high resolution public domain content
- I need to have Science Thematic Collection
- I need to know the information on the rights of use
- I have found out about Europeana through social media posts

Persona: the researcher



Lisa 37 yrs

Post doctorate

Goals

What changes do we want to help the user make?

Become a published author by finding and reusing specific items for my research

Tasks

What tasks are carried out by the user?

- I use the search feature over thematic collections
- I download and zoom in to images
- I use filters to refine my search
- I read the metadata and use images
- I use art, maps, manuscripts collections

The Researcher

About Lisa

What does the user believe in?

- I am writing a research paper on the specific topic she is passionate about. With a lot of care, she chooses the content for her research paper.
- In my free times she enjoys reading antique books online
- Sometimes I feel researching alone is a lonely job.

Frustrations

Whats keeping the user from achieving their goal?


- I am skeptical about the availability of the metadata
- I get inaccurate search results due to not having appropriate filters like date range
- I come across broken links so can't decide the information to be accurate and up to date
- The quality of metadata needs to be better

Context of Use

What does the user need from us?

- I need to be able to cite the records correctly
- More access to items licensed for reuse
- I need to know the provider, creator of the item
- I found out about Europeana from friends or colleagues
- I visit Europeana once/month

Persona: the culture enthusiasts



Sam 32 yrs | Blogger

Goals

What changes do we want to help the user make?

To gain a wider perspective on the cultural heritage of Europe

Tasks

What tasks are carried out by the user?

- I use the grid and list view
- I copy the link to paste on social media such as Twitter
- I watch videos and search for items based on location
- I visit art, photography, music

About Adam

What does the user believe in?

- I look into Europeana to find an inspiration for my work
- I like to gain followers by sharing Europeana content on social media
- I want to gain a deeper understanding of European cultural heritage

Frustrations

Whats keeping the user from achieving their goal?

- I feel neutral about the trustworthiness of items
- To clear filters, I have to go back a page to start a search
- The search results are either too long or too little


Context of use

What does the user need from us?

- I require openly licensed items for reuse
- I search for specific contents
- I found out about Europeana via social media posts
- I visit Europeana once/month

The Culture enthusiasts

Persona: API users



Sam 35 yrs | Developer

Goals

What changes do we want to help the user make?

Become a creator of a meaningful app by using the records and APIs.

Tasks

What tasks are carried out by the user?

- Read the documentation
- Compare the results against collections
- Find ways to get help from the forum, customer support
- Use the console, examples, and requesting API key

About Sam

What does the user believe in?

- I like the challenge of creating something new. I work on my project side by side my full-time job
- I heavily depend on the documentation to guide me
- My API calls Europeana several times a day
- I use the Search and Record API

Frustrations

Whats keeping the user from achieving their goal?

- I feel the documentation is unclear and less detail-oriented
- I feel not having enough examples in the documentation makes things difficult
- I find continuously scrolling the long documentation tiresome
- No range search (eg 1800-1850) is possible for the historical time

Context of use

What does the user need from us?

- A simplified version of API would be useful, as the metadata are rather lengthy
- Avoid redundant depth of API (e.g. many arrays have only one data in [0])
- Order data in terms of guide, title, date to be understandable

The API users