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EUROPEANA SOUNDS

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MS20 Audio Channels Second Prototype

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Date: 01/02/2015

Abstract

This milestone describes the second audio channel prototype. It includes references to the outcomes of the User Experience research which underpins the design assumptions and principles of the prototype.

Diss	Dissemination level		
Р	Public	Χ	
С	Confidential, only for the members of the Consortium and Commission Services		
ı	Internal, only for the members of the Consortium		

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II. REVISIONS

Version	Status	Author	Partner	Date	Changes
0.1	ToC	David Haskiya	EF	15/12/2014	
0.1	First draft	David Haskiya	EF	27/01/2015	New wireframes added, more context added to existing wireframes
0.3	Second draft	David Haskiya	EF	28/01/2015	More wireframes added, more context added to existing wireframes
1.0	Final version	David Haskiya	EF	30/01/2015	Updates based on feedback from PMB

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	Name	Partner/WP	Date
Document Author	David Haskiya Email address	EF / WP4	30/01/2015
Reviewed by	Reviewers: Maarten Brinkerink Breandán Knowlton	NISV / WP2 Shift /WP2	30/01/2015 30/01/2015
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IV. DISTRIBUTION

No.	Date	Comment	Partner / WP
1	30/01/2015	Submitted to the European Commission	BL / WP7
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3	30/01/2015	Distributed to project consortium	BL / WP7

V. APPLICATION AREA

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VI. DOCUMENT AMENDMENT PROCEDURE

Amendments, comments and suggestions should be sent to the authors named in the Delivery Slip.

VII. TERMINOLOGY

A complete project glossary is provided at the following page: http://pro.europeana.eu/web/guest/glossary

Further terms are defined below as required:

TERM	DEFINITION
AB	Advisory Board
APEX	Archives Portal Europe network of excellence
EC-GA	Grant Agreement (including Annex I, the Description
	of Work) signed with the European Commission
GA	General Assembly
PC	Project Coordinator
PI	Performance Indicator
PM	Project Manager
PMB	Project Management Board
PSO	Project Support Officer
TEL	The European Library
TD	Technical Director
UAP	User Advisory Panel
WP	Work Package

VIII. PROJECT SUMMARY

Europeana Sounds is Europeana's 'missing' fifth domain aggregator, joining APEX (Archives), EUscreen (television), the Europeana film Gateway (film) and TEL (libraries). It will increase the opportunities for access to and creative re-use of Europeana's audio and audio-related content and will build a sustainable best practice network of stakeholders in the content value chain to



aggregate, enrich and share a critical mass of audio that meets the needs of public audiences, the creative industries (notably publishers) and researchers. The consortium of 24 partners will:

- Double the number of audio items accessible through Europeana to over 1 million and improve geographical and thematic coverage by aggregating items with widespread popular appeal such as contemporary and classical music, traditional and folk music, the natural world, oral memory and languages and dialects.
- Add meaningful contextual knowledge and medium-specific metadata to 2 million items in Europeana's audio and audio-related collections, developing techniques for cross-media and cross-collection linking.
- Develop and validate audience specific sound channels and a distributed crowd-sourcing infrastructure for end-users that will improve Europeana's search facility, navigation and user experience. These can then be used for other communities and other media.
- Engage music publishers and rights holders in efforts to make more material accessible online through Europeana by resolving domain constraints and lack of access to commercially unviable (i.e. out-of-commerce) content.

These outcomes will be achieved through a network of leading sound archives working with specialists in audiovisual technology, rights issues, and software development. The network will expand to include other data-providers and mainstream distribution platforms (Historypin, Spotify, SoundCloud) to ensure the widest possible availability of their content.

For more information, visit http://pro.europeana.eu/web/europeana-sounds and http://www.europeanasounds.eu

IX. STATEMENT OF ORIGINALITY

This document 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.



X. EXECUTIVE SUMMARY: AUDIO CHANNELS SECOND PROTOTYPE

This milestone describes the second audio channel prototype. It includes references to the outcomes of the User Experience research which underpins the design assumptions and principles of the prototype.



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1 INTRODUCTION

This Milestone document provides a walk-through of the second version of the clickable Music Channel prototype created as part of Task 4.1 in Work Package 4. The prototype is based on User Experience research carried out by <u>User Intelligence</u> on behalf of and in collaboration with the Europeana Foundation. The Netherlands Institute of Sound and Vision also participated in the User Experience research.

It is important to understand the intended purpose of the prototype. The purpose is to visualise the layout, information architecture and (parts of) the interaction of the music channel for use in further user research, and design iterations. It is also a way to demonstrate the intended functionalities to the developers and hence aid them in the technical design and subsequent development of the channel

As so-called "medium fidelity wireframes", the purpose is not to represent a finished "pixel-perfect" high-fidelity visual design in terms of colours, fonts, buttons, copy text, etc. This part of the design comes later in the process when layout, information architecture and interaction design are more complete. One example of a high-fidelity design is included as a preview.



Figure 1 Iterating Mona Lisa by <u>Jeff Patton</u>. The design of channels is currently between steps 2 and 3.

1.1 User experience research outcomes in brief

1.1.1 User interviews

User Intelligence performed two rounds of interviews. The first round had 12 users, all of whom work professionally with the Europeana portal, or the type of content it serves (we refer to this type of user as "Culture Vultures"). Of the 12 participants, 6 had a specific interest in music related content¹.

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¹ In both tests the other half of the users had a specific interest in fashion. Fashion is another planned channel for Europeana and also contrasts and complements well with music.



In a second round of interviews a further 6 users were interviewed, all of whom had a vocational and casual interest in Europeana or the type of content it serves (we refer to this type of user as "Culture Snackers"). Of the 6 participants, 3 had a specific interest in music.

Note that the prototype in its current version and as included in this document **does not** take into account the results of the interviews with the second round of interviews with the "Culture Snackers".

See References 1 and 2 for the summary reports from the user interviews.

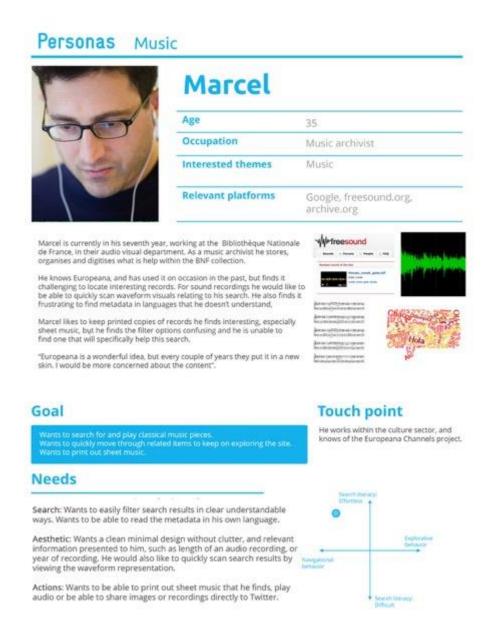
1.1.2 Personas

Based on the results of the interviews with the "Culture Vultures" and "Culture Snackers" we have created two personas².

² <u>Personas</u> are used in user-centred design and marketing to represent user types that might use a site or product in a similar way.

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Marcel - the culture vulture



As we continue to design and develop the Music Channel Marcel³ will be a constant reminder and personification of who we serve.

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³ The photograph of Marcel is copyright of Thomas Hawk.



Date: 01/02/2015

Marion - the culture snacker



As we continue to design and develop the Music Channel Marion⁴ will be a constant reminder and personification of who we serve. She is also a relevant persona for Europeana Sounds' work to use Spotify and SoundCloud as external distribution channels⁵.

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⁴ The <u>photograph</u> of Marion is <u>copyright</u> of <u>Tulane Publications</u>.

⁵ See MS18 External Distribution Channels Brief [REF 5]



1.1.3 Design Principles

Based on the outcomes of the initial Europeana concept for channels, the user interviews, and the stakeholder interviews User Intelligence created a Design Principles document⁶.

To position Channels as a premium service with a consistently higher level of user experience compared to the basic Portal we plan to set the metadata quality standards for inclusion in a Channel to be higher (than for inclusion in the basic Portal). This matches well with the high level of ambition for metadata quality set in Work Package 1 of Europeana Sounds. The design principles of Channels are premised on such a level of quality excellence.

1.1.4 Wireframes

Based on the outcomes of the UX research and the design principles User Intelligence produced a set of wireframes. These wireframes, with further additions by Europeana in the same style, are the basis for the prototype described in this document.

The wireframes created focus on the functionalities and major features most likely to be included in the first production version of the Music Channel. This is why user annotation features are not included as they do not come into primary focus for exploitation in Channels until 2016.

Note that all wireframes in the document are shown in the style they would be displayed on a desktop or laptop PC or large screen tablet. On smaller devices (mini-tablets, smartphones, wearables) the layout would automatically compensate for the smaller screen - a so-called Responsive Design.

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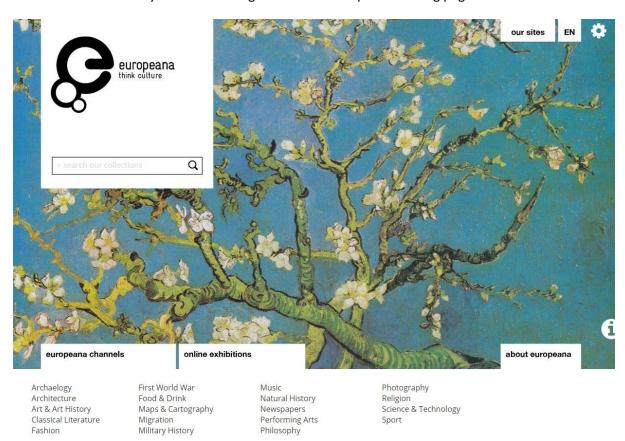


2 WALKTHROUGH OF THE PROTOTYPE WIREFRAMES

The user interface is planned to be localised into all the official languages of the European Union, (as in the Europeana portal). In the prototype, we show the English locale only.

2.1 Portal landing page

Channels need to be viewed from the perspective of the portal as a whole. The Channels concept envisions channels as thematic vertical searches available on the generic horizontal. Individual Channels must be easily found and navigated to from the portal landing page.



In this wireframe the available Channels are listed in alphabetical order. The design is based on the interviews with Culture Vultures and will likely be modified somewhat to become more visual as the interviews with Culture Snackers indicated that visualized browse and navigation entry points are essential in attracting their interest.

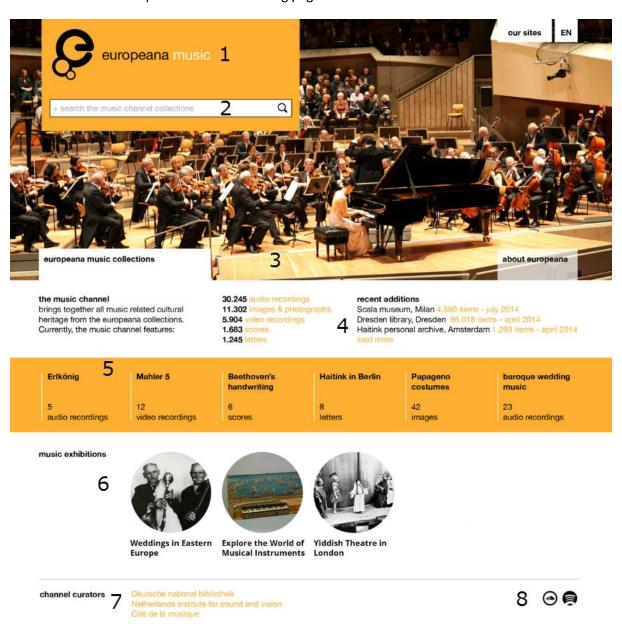
Link: http://demo.deanbirkett.name/400PDV/home 2.html



2.2 Music channel landing page

The user path to this page is likely to be either from navigating from the main portal landing page (see above), clicking on search engine result/browser auto-suggest, clicking on a website/mail or via a bookmark.

For all these paths the 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.





The main components of the landing page are:

- 1. **Channel name and description**, each channel will have a unique name and a brief description. This is for the purpose of branding/differentiation *vis*-à-*vis* the main portal and for search engine optimisation (SEO).
- 2. **Search box**, the main focus of the channel as befits a search service.
- 3. **Hero image**, visualises the content of the channel.
- 4. **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.
- 5. **Featured browse entry points**, gives a user the option to begin by browsing rather than searching. This is often preferred over search by Culture Snacker type users.
- 6. **Featured exhibitions**, gives a user looking for context and learning opportunities direct entry points to the type of content that provides it.
- 7. **Channel curator(s)**⁷, gives attribution and reinforces the authoritative nature of Europeana as a trusted source of authentic heritage content.
- 8. **Social media presences**, provides shortcuts to common social platforms where the channel is represented.

When the channel is first configured, the channel curator/sponsor can also select which non-Europeana platform presences to feature, in this wireframe **SoundCloud** and **Spotify**, and choose a signal colour among a palette of branding colours (here exemplified by orange).

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. Channel curators/sponsors would also be likely to be producers and curators of exhibitions relevant to the channel theme.

The channel landing page would have its own web address⁸ allowing users to bookmark and return to it rather than start from the regular portal landing page (from which an overview of channels would be available).

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

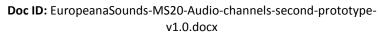
2.2.1 Autocompletions and best bets

To more quickly guide users towards more precise search results the portal/channels will feature autocompletions and best bets.

Autocompletions are provided to the user based on their input. If the user starts typing in *baro* they may get the completion suggestions *baron*, *barometer*, *baroque* and so on.

⁷ We may rename this into Channel Sponsors as curation has a very specific meaning in the context of libraries, museums and archives.

⁸ For example: www.europeana.eu/portal/channel/music





Completions are automatically created based on the Europeana search index with a special focus on named entities (persons, places, subjects, and periods).

Best bets⁹ are more specific and lead a user to a specific object or page. As such they are manually created and thus limited in numbers. For object pages they work best for unique works where Europeana has one clearly "canonical" record like e.g. the painting "The Milkmaid" by Vermeer. Note that this will not be as common for musical works as for unique works like paintings. As an example it is much more difficult to define a specific performance of Mozart's Requiem as being the canonical one compared to the fact that the milkmaid hanging in the Rijksmuseum is *The* Milkmaid.

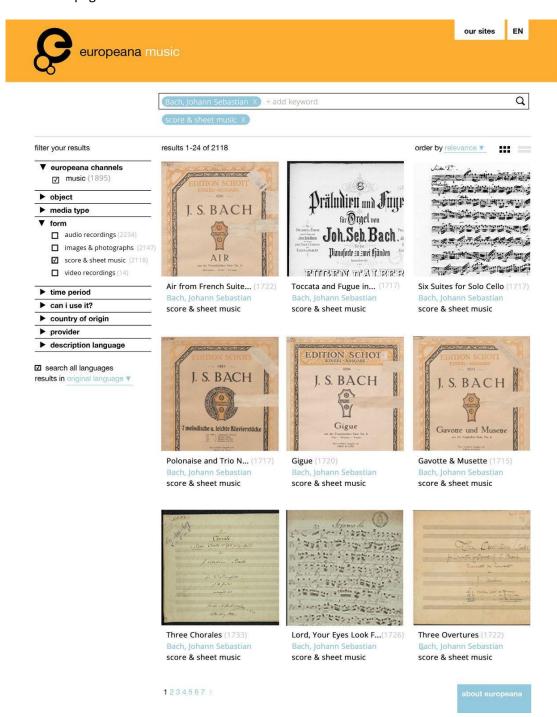


⁹ Also often referred to as promoted pages, sponsored pages or editorial boosting.



2.3 Search results page

The result of searches will be represented with facets on the left, sort and display options¹⁰ above the results and pagination beneath.



¹⁰ We foresee list and grid as display options and relevancy, title, data of creation and date of publication/last update as sort options.

٥

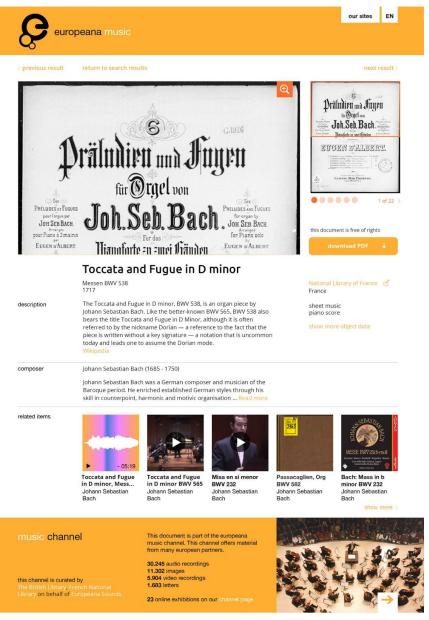


In the above example the user has searched for scores, filtered on sheet music and other texts relevant to J.S Bach and chosen to display the results sorted by relevancy and in the style of a grid.

Link: http://demo.deanbirkett.name/400PDV/copy of bach results - music channel.html

2.4 Multi-page document item view

When Europeana Sounds partners provide direct links to PDFs, representing for example sheet music, these will be fully rendered within the channel. This will allow the user to paginate through the document, open it in full screen, and download it for use in compliance with the provided copyright value.



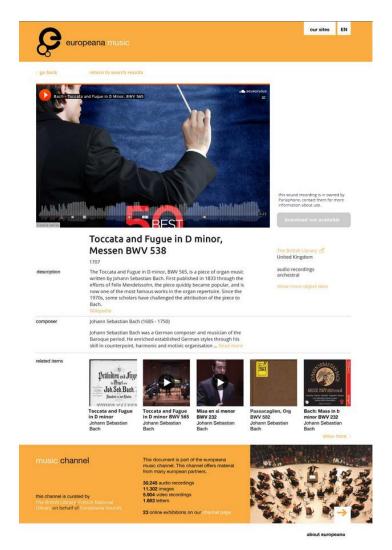


For objects representing famous works but with poor original descriptions we aim to complement the display with descriptions sourced from Wikipedia¹¹.

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

2.5 Item view with embedded SoundCloud player

For Europeana Sounds partners who use SoundCloud we will be able to embed its player in the channel. This will allow users to play the audio on any device¹² without the need for Europeana to store audio files.



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

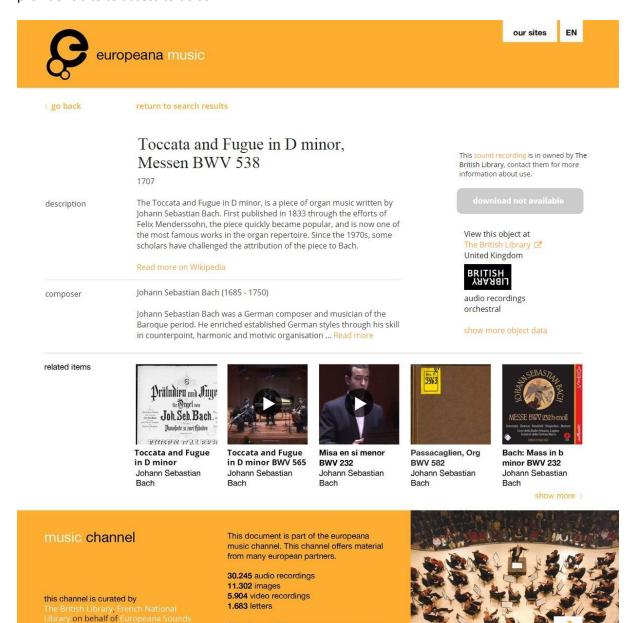
¹¹ This would allow us, in many cases, to also pull in the Wikipedia description in the language matching that of the user

¹² The SoundCloud player works on smartphones, tablets and PCs.



2.6 Item view with no thumbnail and no direct media link

Most items in Europeana don't have a direct link available to a media file or an embeddable media player. For the user to actually view/play/read the object they will need to click-through to the provider's site to access to do so.



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Items like this one meet the minimum quality criteria for inclusion in the basic Portal and will be included there, just as they currently are. However, to position Channels as a premium service with a consistently higher level of user experience, we plan to either demote such items in Channels search

23 online exhibitions on our channel page

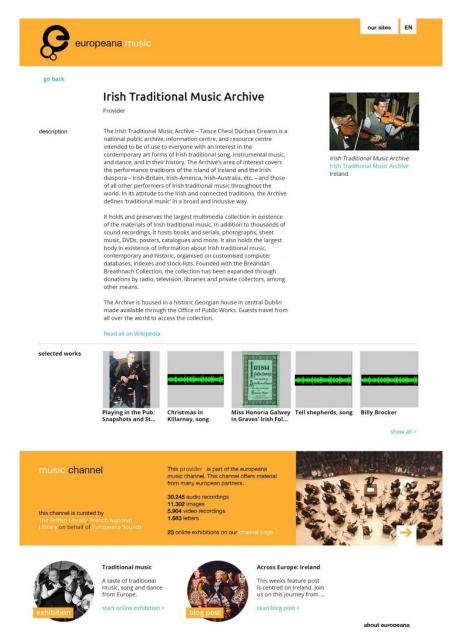
Date: 01/02/2015

results or filter them out entirely. The standards for inclusion in and being featured in a Channel will be higher than for inclusion in the basic Portal (see also 1.1.3 Design Principles).

Link: http://demo.deanbirkett.name/400PDV/music item audio no link.html

2.7 Partner / Data provider page

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





To reduce the manual effort needed to create these pages we propose to as a default base the pages on the institution's Wikipedia article (also a good way to get multiple language versions)¹³. The Wikipedia 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 objects¹⁴.

A small detail displayed on this wireframe (among the Selected Works) is that we aim to automatically create "soundwaves" for those objects where we have no thumbnail but do have a link to the audio files itself.

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

2.8 Creator page

Creator pages can represent composers, performers, librettists, patrons or any other relevant person or organisation¹⁵. 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.

(See image on next page)

We envision that each creator entity that is present in the Europeana Sounds metadata¹⁶ will have its own page on the channel, with descriptive and multi-lingual information pulled in from Wikipedia¹⁷.

Link: http://demo.deanbirkett.name/400PDV/creator_page_-_music.html

¹³ See https://en.wikipedia.org/wiki/Irish Traditional Music Archive for the article the wireframe is based on

¹⁴ Very much in the same way as best bets.

 $^{^{15}}$ In a Music context that could e.g. be a symphony orchestra, a band or an opera house.

¹⁶ Represented by an entry in an authority file or other controlled vocabulary e.g. VIAF and/or Wikidata.

¹⁷ Again via Wikidata or Dbpedia.

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(go back

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 Goldberg Variations, 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 compose 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.



Iohannes Sebastian Bach ational Library of France France

Born: Died: 31 March 1685, Eisenach, Germany 28 July 1950, Leipzig, Germany

Period:

Influenced by: Georg Böhm Influenced: Richard Wagner, Anton Bruckner

related items



Foccata and Fugue in D minor, Mess... Johann Sebastian



Toccata and Fugue in D minor BWV 565 Johann Sebastian



BWV 232

Bach

Misa en si menor Passacaglien, Org BWV 582 Johann Sebastian Johann Sebastian Bach



Bach: Mass in b minor BWV 232 Johann Sebastian

show all >

music channel

this channel is curated by Library on behalf of Europeana Sounds 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 1.683 letters

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.

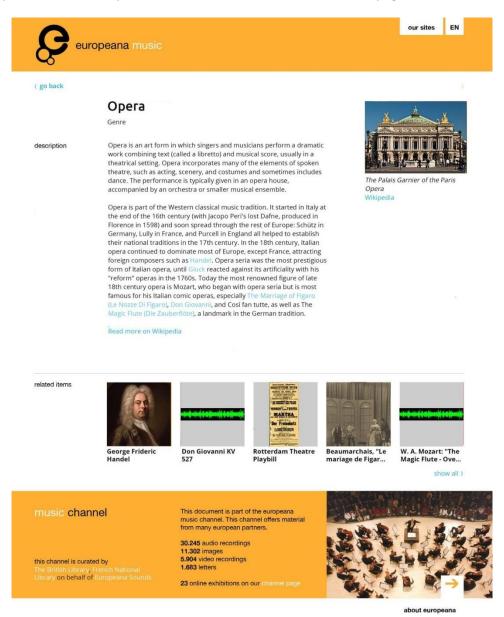
about europeana



VIIOIddex

2.9 Concept page

Concept pages represent subjects, types, genres, and categories. We envision that each such concept present in the Europeana Sounds metadata¹⁸ will have its own page on the channel.



This example period 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. This can be based either on a query or on five manually selected objects¹⁹.

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

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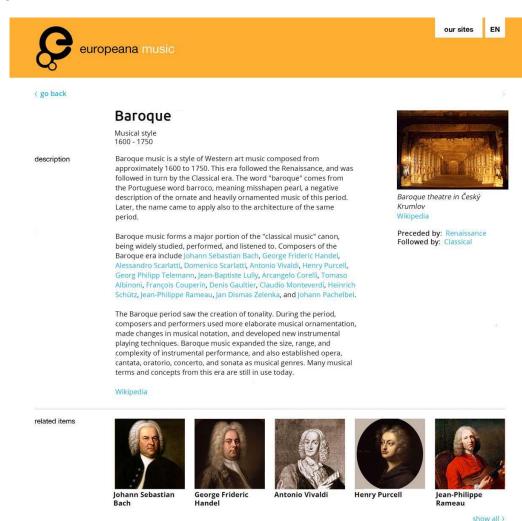
¹⁸ Represented as an entry in a controlled vocabulary e.g. the Europeana Sounds music genres.

¹⁹ Manually selected best bets (see Autocompletion and best bets above)

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2.10 Period page

Period pages represent named periods of time/history. We envision that each such period entity present in the Europeana Sounds metadata²⁰ will have its own page on the channel. Note that there are many fewer named periods than there are creators or concept so this will be a less common type of page.



music channel

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

23 online exhibitions on our channel page



about europeana

²⁰ Represented as an entry in a controlled vocabulary e.g. the Europeana Sounds music genres.



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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 works of Baroque music²¹.

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

 $^{^{\}rm 21}$ Manually selected best bets (see Autocompletion and best bets above).

3 FUTURE WORK

These wireframes will go through iterations of user testing/expert review and resulting re-designs during the first development phase²² of the channel. During this phase they will also be increased in fidelity i.e. the visual design elements will be added.

In future work it will also be decided which other thematic channels Europeana Sounds provided content will feature in²³. Those channels would start design and development in early 2016 when the Music Channel is fully operational.

²² Resulting in MS22 Audio channels first production version

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Europeana Sounds DoW, p.84, "In Europeana Sounds the themes of the channels will be related to music and audio; the exact channels segmentation will be an outcome of the user research." [REF 4]



4 REFERENCES

Ref 1	Report User Research
	http://pro.europeana.eu/documents/2011409/ba55ef85-4f17-4ea2-99f8-bf06947553c5
Ref 2	Summary Report Concept Test
	http://pro.europeana.eu/documents/2011409/40095017-d257-4c6e-a3e6-0d239fe74063
Ref 3	Europeana Channels Design Principles
	http://pro.europeana.eu/documents/2011409/d76182aa-5b85-4801-8bfe-a13ec9da51b8
Ref 4	EC-GA including Annexe I ("Description of Work")
	http://pro.europeana.eu/documents/2011409/8d0e9833-4608-494e-af77-681e68f8a8c8
Ref 5	MS18 External distribution channels brief
	http://pro.europeana.eu/documents/2011409/d23ff1b2-f8ea-4d25-adbf-acf2465f4dbb