



EDL users : what do they want ?

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EDL's objective: **“Making contents accessible for all”**

Why a Maquette?

To prove the concepts for a user oriented common interface for search, discovery and use across all domains contents



Who are the content holders?

- 1) **Archives**, keeping traces of events and all the objects and information related to those events (“Time machine”)
- 2) **Museums**, keeping objects and collections of objects
- 3) **Libraries**, keeping contents associated with objects
- 4) **Audiovisual archives**, keeping content associated with media within a strong dependent relationship



Who are the users?

- 1) Traditional users of Libraries, Archives, Museums and Audiovisual collections: Researchers, Students, Professionals, interested citizens (usually called expert users)
- 2) The general public... The citizen...you and me...



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What are the differences among them?

- 1) Expert users have standardised practices based on the assumption that the user knows what he wants
- 2) The main attitude of the general public is: **Show me something!** They want to be seduced by a website!



How do you build a user interface?

First question: what do you want to show and which are the functions you want to build around the objects?

Traditional approach:

- User requirements studies based on use-cases
- Understanding the nature of contents and metadata structure
- Experiencing with users

General public approach:

- Understand what users are accustomed to see and use
- Analyse possible functions
- Prototyping and launching user-tests for usability feedback and functionality analysis



Interesting example:

Recent conference in Paris on Human and Computer Interaction

- Glenn Reid: Manager within Apple for the development of popular tools like "iMovie" and "iPhoto"; holistic approach
- Mike Mages: Manager within Apple for the development of professional tools like "Aperture" and "Final Cut Pro"



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Two opposite approaches:

- Glenn Reid: "We know what is good for you", "Keep the number of cooks in the kitchen to an absolute minimum"
- Mike Mages: "Conceive for the user, not for your ego"

Final conclusion:

- There is a strong tendency for software on both sides to merge!



How did we proceed in defining what the Maquette would be?

- Addressing a questionnaire to content holders
- Basing the discussions on Web architecture
- Not taking into account technical constraints
- Studying existing “popular” websites and functions
- Bringing together experts from the different domains in 4 workshops
- Understanding the nature and constraints of the contents to be presented
- Studying the possible functionalities for general users and expert users



Which functionalities did we study ?

- Searching
- Presenting search results
- Refinement the search
- Viewing the object
- Browsing or resource discovery
- Personalisation
- Receiving new inputs from users (APIs)

But also:

- User generated content
- Collaborative working spaces



What happened then?

- User profiles were established
 - **General User**
 - School Child
 - **Expert Researcher**
 - Professional user, e.g. librarian, archivist, etc.
- Formalised description of the expected results
- Building a scenario for the maquette
- Analysing proposals for designing the maquette
- Making recommendations for Workpackage 2
- Having the first version available (in a minute!)



What happens now?

- User-tests within this conference
- Guided user tests in different countries
- Analysing missing functions or reducing the number of functions (many of them left out of this version of the Maquette)
- Definition of a second version of the Maquette
- Introducing other user profiles