

Request for Proposal - User Testing

Objectives

Gather and test user requirements for the Europeana prototype using focus groups and media lab research methods as described in Work Package 1, task 3 of Europeana v1.0 (see the Europeana v1.0 [Description of Work](#), p. 22 & 52). The objective of the Work Package is to gain responses from users and the feedback necessary to develop Europeana in line with user needs and expectations.

The results will feed into the user requirements for the Rhine release of Europeana (July 2010) and into written reviews on website navigation and design.

The results should give us insight into user motivations, particular those of the younger target groups such as students in schools, colleges and universities.

Focus Groups and Media Labs

Responsibilities

The organisation of user testing in 4 to 5 focus groups including at least one media lab session on the current Europeana.eu prototype.

An online user survey conducted in May 2009 delivered replies from 54 countries, more than half of those came from France, Germany, Italy, Spain and The Netherlands. The survey also showed the need to attract a younger generation of users than those made aware of the site via newspaper articles. Consult the [Europeana Online Survey Report 2009](#) for an analysis of the findings.

The different groups of Europeana users according to the user profiles that were identified for Europeana need to be represented:

- General User
- School Student
- Academic user (both students and teachers)
- Expert Researcher
- Professional user, e.g. librarian, archivist, etc

Since the user survey showed the need to attract a younger generation, at least 2 of the focus groups should take place in schools, of which one will be the International School in Amsterdam.

The focus groups also need to represent the different EU countries, therefore the remaining 2-3 focus groups need to be held outside The Netherlands. Preferably those focus groups should take place in the countries that were under-represented in the user survey results of May.

The focus groups should comprise some 10-15 people, each with access to a PC on which they can explore the Europeana portal during the sessions.

The media lab sessions should involve a number of individual participants from the target groups with a stated interest in cultural heritage, recorded as they explore the site and also following tasks set by a mediator. The aim is record their progress through the site.

Help will be given in formulating the questions for the focus groups and media lab sessions from a preliminary analysis of the log files, but the proposal should include the type of questions you would ask.

Timing:

- I Plan to be agreed by September 30, 2009
- II Set up of focus groups and media lab(s) by mid October 2009
- III Focus groups and media lab(s) to be held late October and early November 2009
- IV A final report to be written by December 2009 and to be presented at a workgroup meeting in January 2010

Indicative Budget: 15,000 euros including VAT . This needs to include the cost of Media Lab.

Submission Date for Proposal: Friday 4 September, 2009

All proposals to carry reference: Ref:/Ev1/UserTesting2

Submissions to be sent to: jobs.edlf@kb.nl, with the reference in the subject line or by mail to:

Europeana

c/o the Koninklijke Bibliotheek / National Library of the Netherlands
PO Box 90407
2509 LK The Hague
The Netherlands

Assessment Criteria:

The criteria on which the proposals will be judged are:

- Knowledge of the field of cultural heritage online, particularly for libraries, museums, archives & audiovisual collections
- Demonstrable understanding of the issues relating to web access of cultural heritage
- Best value for money – price to work undertaken
- Track record in the field(s), and past work in these areas
- Ability to write a succinct report and give presentations on the research results

If you have any questions please contact Adeline.vandenberg@kb.nl or call +31 70 314 0391