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1 INTRODUCTION

Innovation is a very important asset for organisations. However, innovation driven only by technological push has a market risk. Companies may find themselves in a situation where they have a promising engineered innovation in their hands while users will ignore it, because it was designed and marketed out of the user experience. Hence, it is essential to reach out to external stakeholders, and organise actions in which we can hear their opinions and suggestions.

One proven and tested way to solve the gap between technology and society is to involve the prospective users into the process of developing these innovations. The involvement of users on innovation research ensures that the products and services have not only a “user touch” but also a user point of view and the user experiences included. Including users as participants, co-creators, co-designers, first usability evaluators and other roles on the innovation projects diminishes the risk of project failure and increases the probabilities of a successful technology.

To this end, the purpose of this document is to provide pilot partners with a set of recommendations to assist them in organizing sessions in which the external users’ feedback, both professionals and prospective visitors, can be generated and collected.

2 BEFORE THE SESSION

2.1 Strategies to launch sessions with users

The main point for you to consider is to seek synergies with your own activities, so that you can add a “Get to know MOVIO” session at some convenient point. Here’s a set of things you can do:

End users

- Schools and high schools visiting your institution are a great opportunity. Before the visit, discuss with the teacher the possibility of using some time to present MOVIO to the students and the teachers, and have them fill a feedback questionnaire afterwards.
- Organise a session to present MOVIO at a local library.
- If you have an open museum day (i.e. in Barcelona many museums have free entrance every Sunday after 3pm), you can consider setting up a small stand in a corner. This stand would have some promotional posters, a few computers in which the interested visitors can check out your virtual exhibition, and a staff member answering questions and making sure that each visitor who has accessed the virtual exhibition fills in a questionnaire.

Professionals

- For large institutions, you can organise a training session with MOVIO with participants from other departments.
- Organisations which have a budget to organise training workshops are strongly encouraged to administer the questionnaires and/or the interview guide to the workshop’s participants, either as a paper form at the end of the session or via an online form a few days after.

- You can also organise a dedicated MOVIO training session for the local professional associations (this is especially indicated for MOVIO education and tourism).

2.2 Get the right user profiles: professionals and end users

The top priority is to reach three kinds of professionals: professional curators, teachers and tourist guides, according to the profiles of the prospective users of MOVIO. This goes in line with the recommendations made to WP6 in the last project review.

End users (the 'visitors') are also important, but since their feedback will also be collected in Phase III, at this point of the pilot trajectory gathering their feedback is secondary in importance to that of professionals.

2.3 Tips for recruiting users

Here are a few tips to recruit users:

- Communicate with the prospective participants through your usual channels. If you have a monthly newsletter, announce that you will be holding a session with MOVIO. If you have a website or presence in social media, run a short newspiece on it.
- If you'll be offering some refreshments, do not fail to mention this fact in the recruitment communication: believe it or not, it does make a difference ;)
- To manage the registration of participants, you can use a free event planning tool such as www.eventbrite.com
- In cases in which you recruit the participants individually (that is, not as part as an organisation such as a school or a professional association), you may expect as many as half of the registered participants to not show up.

3 DURING THE SESSION

The realisation of a user involvement action integrates, generally, a six-step process:

- Welcoming
- Presenting the activity
- Preparation for the activity
- Core activity
- Feedback collection
- Thanking, rewarding and closing

The core activity of the session may be different depending on whether the participants are end users or professional users:

- In the case of sessions with professionals, the core activity will be a short training session, in which the workshop leader shows the MOVIO promotional video, goes over some examples of virtual exhibitions (so that attendees learn about the possibilities of the tool), and gives some basic ideas on how to work with the backend.
- In sessions with end users, the core activity will be promotion and dissemination, in which the staff member running the event tries to get visitors to access the virtual exhibition and provide their feedback afterwards.

3.1 General principles for user involvement

During the preparation and coordination of user involvement actions, the project partners will keep in mind general principles such as:

- Users are helping you. They have no obligation to you or your research in spite of their potential interest in your technologies.
- Ask them if they would like to be involved in this research and commit them to give insights.
- Remember them that the research takes some time and effort both for them and you as a researcher.
- Remember that they are very generous to assist to your activities and to give you their time.
- Treat them very respectfully.
- Be patient with their ignorance of the technology that they are exploring.
- Facilitate their participation.
- Make the event a good experience to them.
- Thank them for everything.
- Share some photos with them as a souvenir of the activity to share with others (and the odds to come back next time will increase)

3.2 Tips for running sessions with users

The main gold rules to be considered when preparing user involvement activities are:

- Activities have to be prepared in a positive and non-stressful mood for everybody, including the researchers.
- First at all, be sure that technology is really working and ready to be used for the users. Don't make users wait for technical preparations. When they arrive, everything should be ready to be tested or displayed. Respect their time.
- Don't forget items for registering data on the event (photo camera, notebooks, etc).

- Don't forget any printed questionnaire you consider necessary to use and enough copies and pen/pencils for each user.
- Foresee any additional material you'll need such as promotional material, markers, etc.
- It is much recommended to have an assistant researcher to help you making pictures; observing and interviewing the users as you'll do run the workshop.

4 AFTER THE SESSION

After the session, it's time to collect the feedback and report the event.

4.1 Collecting the feedback

Several feedback collection tools, ready to use, were included in D6.1:

- End user questionnaire
- Professional questionnaire
- Interview guide

Pilots are encouraged to adapt these to their contexts, for example by:

- Translating the questionnaires to their local language
- Adding, removing or rewording questions if needed
- Changing graphical elements (i.e. adding the pilot institution's logo)

An online version of the questionnaires can also be easily created with Google Forms

4.2 Reporting the event for the deliverable

To facilitate focusing attention on the most relevant items and ease the reporting of the insights gained at real-world events during Phase 2 and beyond, a pilot event summary card has been created to be filled by the AthenaPlus partners.

After each session, a pilot event summary card must be filled in. The importance of filling these cards lays in that they will be the basis of deliverable D6.5, the report describing the communities of users. Therefore, following this procedure adequately is the best way to ensure that the deliverable will be written in a timely and easy manner, with full information, and with good quality.

5 ANNEX. TEMPLATES

AthenaPlus professional feedback questionnaire

1. Respondent profile

Age Sex Occupation

Last week I used the Internet... Less than 4 hours 4 to 8 hours
 8 to 12 hours More than 12 hours

2. Are you one of the partners in the AthenaPlus project? yes no- please state your institution:

3. How did you hear about this event?
 leaflets/posters social media
 newspaper email
 invitation others [please specify below]

4. How would you rate MOVIO in terms of the following:

	Not important	Important	Very important
Relevance to your work			
Relevance to your country context			
Relevance to the tourism sector			
Relevance to the Cultural Heritage sector			

5. Which features do you find most attractive in MOVIO?

6. How satisfied do you feel about MOVIO in regards to the following aspects?

	Very dissatisfied	Dissatisfied	Satisfied	Very satisfied
Interest				

Ease of use				
Aesthetics				
Practical application				
Innovativeness				

7. How do you feel about the following statements regarding MOVIO?

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
I would like to use it often					
I found it unnecessarily complex					
I found it easy to use					
I think that I would need technical support to use it					
I found that the various features of it are well organised and integrated					
I found that there were too many inconsistencies in it					
I imagine that most people will quickly learn to use it					
I found that it was painful to use					
I felt confident when using it					
I needed to learn a lot of things before I could start with it					

8. Please share with us your opinion on the following statements:

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
This strengthens the exploitation of the cultural resources of my institution					
This tool helps the promotion of a place and its territory					
The quality and attributes of this tool appeals to tourists and day trippers					
The quality and attributes of this tool appeals					

to the local population					
This tool may benefit and impact on the economic development of the territory					
Digital technologies improve the user experience and the understanding of Cultural Heritage					
The use of digital technologies improves the distribution and consumption of Cultural Heritage					
I gained new knowledge on the uses of digital technologies applied to Cultural Heritage from this event					
I can apply this knowledge in my work and/or network					

9. Which additional functionalities do you think should be added to MOVIO?

10. As a whole, how satisfied are you with MOVIO?

1 2 3 4 5 6 7 8 9 10
 Not at all extremely likely

11. How likely is it that you would recommend MOVIO to others?

1 2 3 4 5 6 7 8 9 10
 Not at all extremely likely

12. Do you have any other comments or suggestions that you would like to share with us?

Thanks for your valuable feedback!
The AthenaPlus team

AthenaPlus user feedback questionnaire

1. Respondent profile

Age Sex Occupation

Last week I used the Internet...
 Less than 4 hours 4 to 8 hours
 8 to 12 hours More than 12 hours

2. How did you hear about this event?
 leaflets/posters social media
 newspaper email
 invitation others [please specify below]

3. How satisfied do you feel about [name of your virtual exhibition] in regards to the following aspects?

	Very dissatisfied	Dissatisfied	Satisfied	Very satisfied
Interest				
Ease of use				
Aesthetics				
Practical application				
Innovativeness				

4. As a whole, how satisfied are you with [name of your virtual exhibition]?

1 2 3 4 5 6 7 8 9 10

Not at all extremely likely

5. How likely is it that you would recommend [name of your virtual exhibition] to others?

1 2 3 4 5 6 7 8 9 10

Not at all extremely likely

11. Do you have any other comments or suggestions that you would like to share with us?

Thanks for your valuable feedback!

AthenaPlus interview guide

In a semi-structured interview, the list of research questions is understood as a set of points of departure, initial questions that elicit broad topics from the interviewees. During the interview, it is the researcher's duty and craft to take these leads given by the interviewees and probe deeper into the topics that were perceived as most relevant for the assessment of the test at hand.

The formality of interviews can range from very formal and structured to informal and loose. Interviews can be arranged beforehand and conducted in a research setting, taped and then transcribed. Conversely, they can also be spontaneous events, capitalising on an unforeseen opportunity to obtain data from an informant. In both cases, it is important that the researcher conducts them according to a protocol (a formal document stating the research questions to be asked and providing guidance on conducting the interview), and that output is reported according to a template

Below there is a list of some questions that can be used to direct the feedback gathering effort in interviews and focus groups with stakeholders, at workshops, trainings and other physical events:

- *What do/did you expect from this event/service?*
- *In general, how satisfied are you with this service/event?*
- *Has this event fulfilled your expectations?*
- *Is there anything you would like to change about this event/service?*
- *How easy did you find using this service?*
- *How much training do you think you would need to learn how to use this service?*
- *Is there any change that you think would make it easier to use this service?*
- *How well do you think the elements that make up this service fit in?*
- *How much does this service fulfil your needs?*
- *How innovative have you found this service?*
- *Is this the first time you use a service of this kind?*
- *How often do you think you would use this service?*
- *Would you recommend this service to your professional contacts?*

AthenaPlus pilot event summary card

AthenaPlus - Pilot event summary card	
Software tools tested	(describe the specific technologies used: MOVIO virtual exhibitions, MOVIO education, MOVIO touristic routes, MOVIO GIS, MOVIO mobile applications, or Digital storytelling)
Pilot country	(name of country in which the pilot is taking place)
Pilot institution	(name of institution responsible for running the pilot)
Event description	(describe the specific cultural activity taking place: museum visit, storytelling event, music concert, tourist visit to point of interest,...)
Context	(specify the context of the observation: cultural heritage conference, dissemination event, commemoration day, physical exhibition opening day, etc...)
Date and hour	(date and hour of start and closure of the event)
Place and location	(describe place and location where the event took place)
Participants	(estimated total number of participants or attendees)
Participant profiles	(describe profiles of participants or attendees: sex, age group, occupation, organisation,...)
Criteria for activity selection	(specify the reasons why this particular activity was selected to be observed)
Short description of the event	(description of the activities that took place during the event: if available, add the event agenda)
Observation topics	(list of topics that focused the attention of the researcher(s) during the observation)

AthenaPlus - Pilot event summary card

Summary of event outcomes	(bullet point list of most relevant outcomes of the event)
Suggested recommendations for improvement of tested tool	(bullet list of suggested additional requirements and/or recommendations for improvement of the tested tool for WP5 technical team)
Reported new ideas on creative uses of tools	(bullet list of suggested use cases, strategies for user involvement or experimentation scenarios for WP6 user community team)
Comments	(room for miscellaneous comments)
Generated documents	(list of generated documents: video recordings of the event, interview or round table transcripts, photo album of the event...)