



europeana  
fashion

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# User Scenarios I

## Deliverable 4.5

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## EXECUTIVE SUMMARY

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In deliverable 4.5. “User Scenarios 1”, the possible user scenarios for the Europeana fashion portal are described.

### STRUCTURE OF USER SCENARIOS

A total of 30 user scenarios have been developed. Following the findings in deliverable 4.1.

“Identification of User Groups” the scenarios were divided as follows:

- Education & research: divided into subgroups ‘education’ and ‘research’ ( 10 scenarios total)
  - Education: Groups of people involved in fashion education, professors or students at universities or other educational institutions (5 scenarios)
  - Research: Fashion professionals outside the creative industry, e.g. museum curators (5 scenarios)
- Cultural heritage and leisure: Broader public interested in fashion (10 scenarios)
- Creative industry: Fashion professionals inside the creative industry, e.g. designers, photographers (10 scenarios)

Each user scenario consists of a twofold structure – a description of the personas personal and educational background and a scenario outlining the personas interaction with the Europeana Fashion portal. The scenario is further subdivided into the categories “first encounter”, “familiarization”, “search/research interest” and “use” to ensure that different aspects of the personas interaction with the portal are included into the description.

### APPROACH/METHODOLOGY

The user requirements defined by IA in deliverable 4.2 are the foundation for the 30 user scenarios as well as the results of the questionnaires sent to the different user groups by SPK as described in deliverable 4.1. In addition a number of interviews were conducted with representatives of the creative industry and the cultural heritage and leisure segment, secondary literature was consulted and user scenarios for other online offers were evaluated. A first draft of the user scenarios was circulated

among different projects partners (SU, V&A, Catwalk Pictures, IA) and their feedback included into the deliverable as well als the feedback from the project coordinator (FRD).

Methodological approaches on costumer research were combined with research on museum visitor motivation and online museum audiences to be taken as a basis in the construction of the user scenarios.

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## 1 INTRODUCTION

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### 1.1 Purpose of the deliverable

Europeana Fashion has a very wide target audience. Because of the heterogeneity of the different user groups a tool is needed to keep all the different needs and expectations that users bring to the portal in mind. Web personas and user scenarios are such a tool and enable designers and editors to keep users in mind without being overwhelmed by the user's diversity. Alan Cooper, the inventor of the personas concept describes their value as follows:

“Personas are not real people, but they represent them throughout the design process. They are hypothetical archetypes of actual users. Although they are imaginary, they are defined with significant rigor and precision.”<sup>1</sup>

This “rigor and precision” was achieved by incorporating information from a variety of sources into the construction of the personas/scenarios: As defined in deliverable 4.1 the user scenarios are split into three groups – cultural heritage & leisure, creative industry and education & research. Following the recommendation of SPK the group “research & education” was further divided into two subgroups separating the needs of researchers from the requirements of the education sector. Each of the three groups is represented by ten web personas and user scenarios. The user requirements defined by IA in deliverable 4.2 are the foundation for the 30 user scenarios as well as the results of the questionnaires sent to the different focus groups by SPK as described in deliverable 4.1. In addition a number of interviews were conducted with representatives of the creative industry and the cultural heritage and leisure segment. Secondary literature was consulted and user scenarios for other online offers were evaluated. A first draft of the user scenarios was circulated among different projects partners (SU, V&A, Catwalk Pictures, IA) and the project coordinator (FRD) and their feedback included into the deliverable. Methodological approaches on customer research were combined with research on museum visitor motivation and online museum audiences to be taken as a basis in the construction of the user scenarios.

The finished personas/scenarios will be used by IA in constructing the Europeana Fashion portal and improved, enhanced and fine-tuned through the next twelve months to be presented again in deliverable 4.7 “User Scenarios v2” in PM 26.

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<sup>1</sup> Cooper, Alan. *The Inmates are Running the Asylum: Why High-Tech Products Drive us Crazy and How to Restore the Sanity*. Indianapolis, IA: Sams Publishing, 2004, 124.

## 1.2 Structure of the Deliverable

The deliverable has two main parts. It first describes the approach and methodology that was applied in the construction of the web personas/user scenarios. The second part consists of the 30 personas/scenarios created, divided by the four user groups: creative industries (10), education (5), research (5) and cultural heritage and leisure (10).

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## 2 APPROACH/METHODOLOGY

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The Europeana Fashion portal does not yet exist. Yet in creating the portal the needs, likes and expectations of the prospective users play a key role in creating and implementing the portals different features. The creation of web personas and user scenarios was chosen as a tool to keep the expectations of prospective users front and center in the creation of the Europeana Fashion Portal.

### 2.1 Definition: Web Personas and User Scenarios

Web personas are “fictitious, specific, concrete representations of target users.”<sup>2</sup> They are not real people, but are used to represent future users throughout the design process.<sup>3</sup> They are used to condense and concentrate the manifold user option into concrete personas, to build hypothetical archetypes and to put a memorable, engaging, and actionable image that serves as a design target. It enables the design team to focus on user needs and engage with user perspectives quite different from their own. The web personas are then integrated into a user scenario. A user scenario tells a short story that shows each persona’s interaction with the new product, in this case the Europeana Fashion portal.<sup>4</sup> User Scenarios present user needs and expectation, taking different background in education, age, gender, nationality, familiarity with the internet etc. into consideration.

### 2.2 Creating Web Personas and User Scenarios

In the development of the web personas and user scenarios the SPK followed the layout created by Adlin/Pruitt (2009), which divided the process of persona creation into the following five steps, called the “persona lifecycle”:<sup>5</sup>

1. family planning: problem definition and collecting information and material
2. conception and gestation: organizing of assumption, transfer of data and information into personas
3. birth and maturation: introduction and feedback on personas from project team
4. adulthood: use of personas to help during design, development, evaluation, and release of your product

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<sup>2</sup> Tamara Adlin and John Pruitt. *The Essential Persona Lifecycle*. Burlington, MA: Morgan Kaufman, 2010, 5.

<sup>3</sup> Cooper, 2004, 124.

<sup>4</sup> Interactivity Consultants. User Scenario history and definition, accessed on April20th 2013 via [http://www.interactivityconsultants.com/pages/alternate\\_indexes/LowF\\_user\\_scenario.htm](http://www.interactivityconsultants.com/pages/alternate_indexes/LowF_user_scenario.htm)

<sup>5</sup> Adlin 9.



5. lifetime achievement and retirement: measuring of success of the personas, plan on reuse or retirement of personas

Step 1-3 were done by SPK in this deliverable, step 4 and 5 will be taken by IA and SPK in upcoming deliverables.

### 2.2.1. Family Planning

The first stage, the “family planning”, requires the problem definition and the collecting of information and material. The problem was already defined in the DoW: “Because of the heterogeneity of the different user groups, separate user scenarios will be constructed.” To determine how to best approach the construction of these scenarios the SPK gathered information from the following sources to be used in the creation of the personas: findings from deliverable 4.1 on “Definition of User Groups“ and deliverable 4.2 on “User requirements”, in-depth desk top research and interviews with members of the target groups “Creative Industry” and “Cultural Heritage and Leisure”.

The desk top research included secondary literature on (online) visitor research, online marketing, and theoretical approaches on how to create user scenarios and web personas.<sup>6</sup> V&A shared their web personas analysis that had aided them in the construction of their website in 2009. In addition to the guidelines on the construction of web personas/user scenarios by Adlin and Pruitt (2009) described above, the description of user groups by John H. Falk in “Identity and the Museum Visitor Experience” was chosen as a the most fitting theoretical approach to keep the visitor motivation in mind.<sup>7</sup>

In addition, user scenarios and web personas from other online offers were researched. The most helpful examples proved to be:

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<sup>6</sup> Tamara Adlin and John Pruitt. *The Essential Persona Lifecycle*. Burlington, MA: Morgan Kaufman, 2010.; Alan Cooper. *The Inmates are Running the Asylum: Why High-Tech Products Drive us Crazy and How to Restore the Sanity*. Indianapolis, IA: Sams Publishing, 2004; John H. Falk. *Identity and the Museum Visitor Experience*. Walnut Creek, CA: Left Coast Press, 2009; John H. Falk. *The Museum Visitor Experience: Who visits, why and to what affect?* 2010, accessed on April 20 2013 at <http://www.learningtimes.net/bpcp/wp-content/uploads/2010/11/Falk-The-Museum-Visitor-Experience.pdf>; Silvia Filippini Fantoni, Rob Stein and Gray Bowman. *Exploring the Relationship between Visitor Motivation and Engagement in Online Museum Audiences*. Indianapolis Museum of Art, USA accessed on April 20 2013 at [http://www.museumsandtheweb.com/mw2012/papers/exploring\\_the\\_relationship\\_between\\_visitor\\_mot](http://www.museumsandtheweb.com/mw2012/papers/exploring_the_relationship_between_visitor_mot); Christopher Butler. *How to Develop Web Personas*. Newfangled, January 2011, accessed on April 20th at [http://www.newfangled.com/how\\_to\\_develop\\_web\\_personas](http://www.newfangled.com/how_to_develop_web_personas)

<sup>7</sup> Falk, *Identity and the Museum*, 2009.

- Yahoo Travel: <http://bethgoldman.com/wp-content/uploads/2009/09/UserScenarios.png>
- Microsoft Windows Optimized Desktop Scenarios:  
<http://blogs.technet.com/b/microsoftsetup/archive/2009/03/26/desktop-virtualization-strategy-part-ii.aspx>
- Pigeon (a student project by Drew Cogbill): <http://drewcogbill.com/thesisblog/?p=179>
- Online Guidelines for Designing Enterprise Applications  
[http://192.9.162.55/blueprints/guidelines/designing\\_enterprise\\_applications\\_2e/security/security3.html](http://192.9.162.55/blueprints/guidelines/designing_enterprise_applications_2e/security/security3.html)
- Blog Entry on SmörgasbordDesign: [http://www.amorgos.plus.com/blog/blog\\_personas.jpg](http://www.amorgos.plus.com/blog/blog_personas.jpg)

Before starting on the actual persona/scenario creation the concept of user scenarios was presented and discussed at the PMB meeting in Antwerp, February 8<sup>th</sup> and its suitability was agreed upon by the project partners.

### 2.2.2. Conception and Gestation

During the “conception and gestation” step all the above mentioned elements came together in the construction of the personas/scenarios.

#### Set up

In deliverable 4.1 the four user groups were defined that were also used to structure the web personas/user scenarios. The total of 30 scenarios was split among the four groups as follows: cultural heritage and leisure (10), research (5), education (5), and cultural heritage (10).

For the structure of the scenarios SPK leaned strongly on the analysis of other online offers and research done by John H Falk i.a. and the Indianapolis Museum of Arts on (online) visitor motivation. SPK decided not to use a static set up of the user scenario that would only contain a persona description and then match single user requirements with specific homepage features.<sup>8</sup> Instead SPK decided on a more dynamic approach taking different stages of user interaction with the Europeana Fashion portal into account. In addition this structure opened the door for letting the aspect of user motivation reflect play a greater role in both structure and the content of the scenarios (see below).<sup>9</sup>

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<sup>8</sup> The Microsoft Windows Optimized Desktop Scenarios are an example of this approach:

<http://blogs.technet.com/b/microsoftsetup/archive/2009/03/26/desktop-virtualization-strategy-part-ii.aspx>

<sup>9</sup> A good example of this more dynamic approach are user scenarios created for Yahoo Travel:

<http://bethgoldman.com/wp-content/uploads/2009/09/UserScenarios.png>

Each user scenario created for the Europeana Fashion Portal consists of a threefold structure: a description of the personas personal and educational background, a short summary of the most important features of the persona in question, and a scenario outlining the personas interaction with the Europeana Fashion portal. The scenario is further subdivided into the categories “first encounter”, “familiarization”, “search/research interest” and “use” to ensure that different aspects of the persona’s interaction with the portal are included into the description. The category “first encounter” describes how the personas learn about and is tempted to visit the portal. The section „familiarization“ deals with how the users learn to work with the different features of the portal and how much help they need in accessing the portals function. The segment “search/research interest“ focussed on what the users are actually looking for on the site, what they want to learn, see and do. The final category „use“ focussed on what the person is using the newly acquired knowledge and content for after visiting the portal.

**Cultural Heritage & Leisure**

**Persona**



Solveig is 28 years old. Swedish is her mother tongue. She speaks English and a little bit of Italian. She is a digital native and uses the internet daily for surfing, writing mails and social media. She is a lawyer by profession but fashion is her passion. She has been writing a blog on fashion trends for a couple of years and travels in the very hip and fashion conscious circles of Stockholm. She calls herself a **fashionista** and likes to go to art exhibition and on her blog spends a lot of time talking about fashion photography.

**Key facts** 28 years old, **fashionista**, holds a university degree, digital native, semi-regular visitor of museums

**Scenario**

First Encounter	Solveig learns about Europeana Fashion from another blogger whose posts she has been following.
Familiarisation	Solveig is a digital native and can navigate the site without further help and explanations.
Search/ Research Interest	Solveig is a true Fashionista. She enjoys looking through the images presented. She especially likes to search for certain colours and patterns. After visiting the site she starts to write a blog entry "Mustard has Always Been the New Black".
Use	Solveig shares the images of the designs she finds extraordinary on her blog which is also connected to Facebook. She does so without paying attention to copyright restrictions. She also uses the "comment" function on the site to share her opinion of certain garments. Her blog has a lot of followers. Some of them check out the site, others just share her post.

User Scenario Template

Content

Following the guidelines of Adam Cooper, the description of the web personas entail a detailed description of the user’s interests, aims and background and represent diversity in the following

categories<sup>10</sup>: nationality, age, gender, educational background, familiarity with the internet, familiarity with museums or other cultural heritage institutions, familiarity with research online and offline, access to the internet.

The foundation for the scenarios section were the user requirements defined by IA in deliverable 4.2 , as well as the results of the questionnaires sent to the different focus groups by SPK as described in deliverable 4.1 and the interviews SPK conducted with representatives of the groups “creative industry” and “cultural heritage and leisure”. In turning these findings into scenarios that tell a story of how, why and when a user is enticed to go to the Europeana Fashion portal, the user categorization by John H. Falk was applied. Falk’s categories, as outlines below, were created with museum visitors in mind and Falk himself has pointed to the differences between on-site and online visitors.<sup>11</sup> But recent research has applied Falk’s finding in very productive ways to online users of cultural heritage content in general.<sup>12</sup>

Falk developed the following five user types of museum visitors:

1. “Explorer: motivated by a need to satisfy personal curiosity and interest in an intellectually challenging environment
2. Facilitator: motivated by the wish to engage in a meaningful social experience with someone whom they care about in an educationally supportive environment
3. Experience Seeker: aspires to be exposed to the things and ideas that exemplify what is best and intellectually most important within a culture or community
4. Professional/Hobbyist: possesses the desire to further specific intellectual needs in a setting with a specific subject-matter focus
5. Recharger: motivated by the yearning to physically, emotionally, and intellectually recharge in a beautiful and refreshing environment.”<sup>13</sup>

Whereas the differentiation into the four user groups (education, research, creative industry and cultural heritage and leisure) is crucial in identifying target and creating focus groups. The different user types – when applied to online visitors - help to add the motivation element to user interaction with the portal: adding what user want, to what users are. This aspect was only dealt with peripherally in this deliverable but will gain in importance when working with the different focus groups on the prototype of the portal.

### 2.2.3. Birth and Maturation

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<sup>10</sup> Cooper 2004, 74.

<sup>11</sup> Falk 2009; Fantoni 2012.

<sup>12</sup> Fantoni 2012.

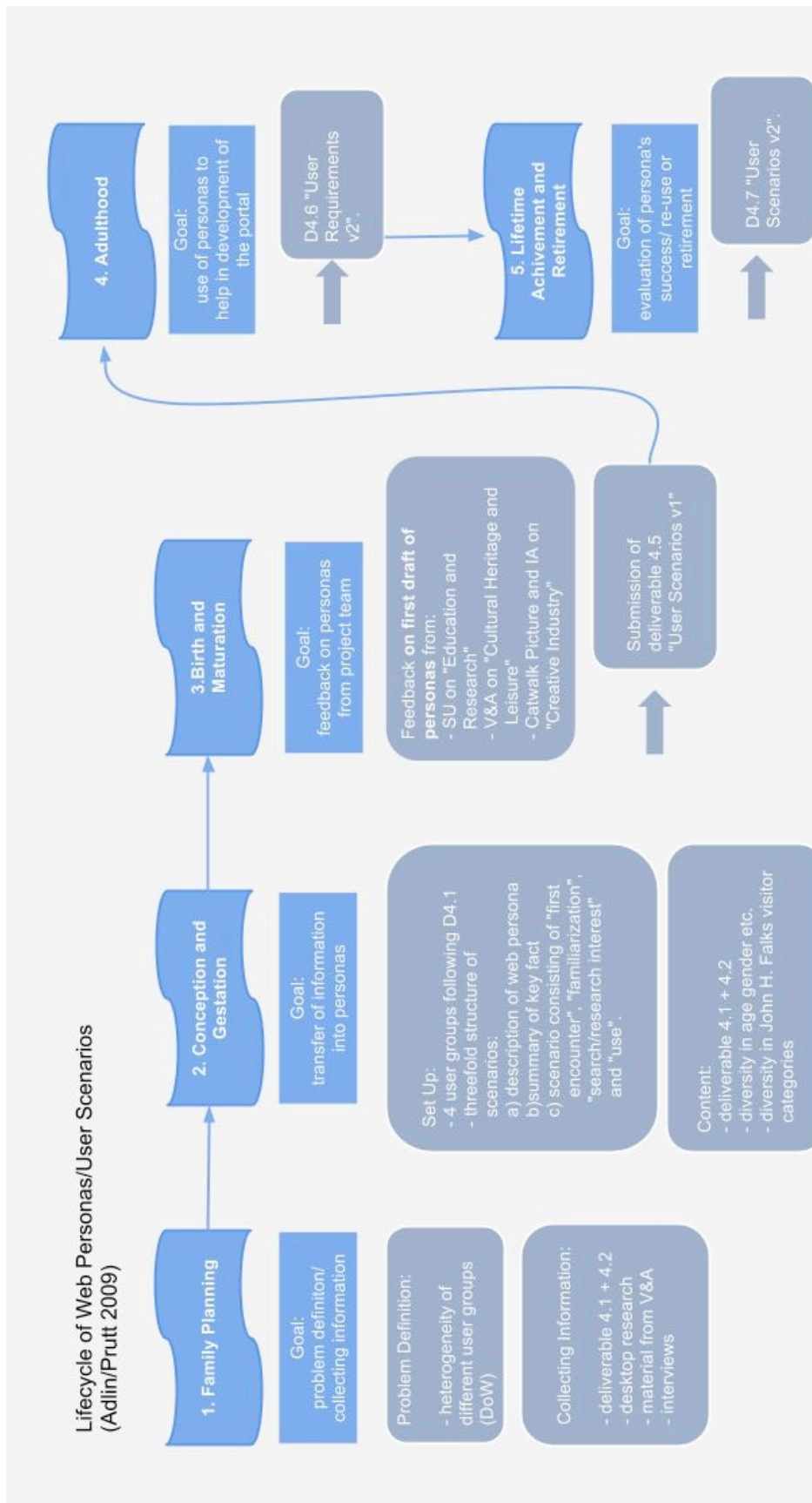
<sup>13</sup> Fantoni 2012.

The main feature of the “birth and maturation” stage of the creation of web personas and user scenarios is to gather feedback from project partners. During this stage feedback on a first draft of the user scenarios was given by different project partners: SU kindly provided feedback on the category “Education & Research”, V&A on “Cultural Heritage & Leisure” and Catwalk Pictures and IA on “Creative Industry”. During this process user motivation, following the approach developed by Falk (2009/2012) as outlined above was added.

#### 2.2.4. Adulthood and Retirement

The final version of the personas/scenarios will now be used by the IA in the next step - the “adulthood” phase - to help during design, development, evaluation, and release of a first version of the Europeana Fashion portal and will lead to deliverable 4.6 “User Requirements v2”. As a final step, as outlined in the “lifetime achievement and retirement” step, the created personas will be modified, fine-tuned and updated throughout the next year according to the results of research conducted with focus groups by the SPK in close consultation with IA. The results will be published in deliverable 4.7 “User Scenarios 2”.

## 2.2.5 Overview of Lifecycle of Web Personas/User Scenarios for Europeana Fashion



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## 3 USER SCENARIOS

### 3.1 CREATIVE INDUSTRY

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Established Haute Couture designer, young trend scouts, fashion photographers - as deliverable 4.1 and 4.2 have already shown, the creative industry is a very diverse community. To get to know the needs and likes of this group in-depth interviews with designers and retailers were conducted. At the most basic level the criteria the interviewees had to meet was that they had to work in a profession related to the fashion industry. Secondly interviewees were chosen in a way to ensure diversity along the lines of age and experience/success in the fashion industry. Finally an interview with a retailer was added to strengthen the business perspective in this user group. The findings from the interviews were analyzed and – in combination with results of the desk top research and the technical specification outlined in D4.2 for this user group - condensed into 10 user scenarios.

#### General Characteristics

Despite their diverse interests it can be said that the main attraction for most members of this group want to find inspiration for their work on the portal. Following Falk's definition most users in this group fall into either the "Professional" or the "Explorer" category. They are very knowledgeable in their field. Their focus is on information about materials, construction and color, but little need for elaborate background information. They want to be informed as well as inspired. They appreciate the ability to exchange experience and expertise with colleagues. The members of this group are very concerned about copyright.

The user scenarios in this group include:

- a photographer
- a designer (start-up street wear)
- a designer (Haute Couture)
- a fashion journalist
- a graphic designer
- an art book editor
- a film set designer
- a trend scout
- a fabric designer
- a retailer

## Creative Industries

### Persona



Klara is 34 years old. German is her mother tongue. She uses the internet daily for surfing, writing mails and social media. She works as a **fashion designer** in Berlin and is willing to push her six year old label forward. Her collections are sold at European fashion trade fairs. Whenever possible she is visiting art archives and libraries for concrete research and inspiration. She was trained at a noted French fashion label whose seasonal couture parts were bought by an art museum.

**Key facts** 34 years old, fashion designer (newcomer), high school diploma, uses the internet regularly, visits museums regularly, expert researcher online and offline

### Scenario

First  
Encounter

Klara hears about Europeana Fashion from a fellow designer.

Familiarisation

Klara is a confident user of the internet and can navigate the site without further help and explanations.

Search/ Research  
Interest

Klara is very happy about the possibilities of the search engine of the Europeana Fashion Portal which enables her to look for specific accessories, colours, patterns, and techniques. Because her label is still very small she is also very much involved in the production of her designs. She finds the information on manufacturing techniques very helpful for her work. She appreciates the option to get in touch with photographers, sales managers, fabric distributors and graphic designer via the "business section" of the message board.

Use

Klara discovers the possibility for young fashion designers to show their own collections on the portal to be considered for research and education. She ponders uploading her recent collection.



## Creative Industries

### Persona



Adam is 41 years old. Polish is his mother tongue. He works as an **editor** at a publishing house that focuses mainly on art and fashion. He uses the internet daily for surfing, writing mails and social media. He visits museums every now and then with his wife.

**Key facts** 41 years old, art editor, holds a university degree, uses the internet daily, visits museums every now and then, expert researcher online and offline

### Scenario

First  
Encounter

Adam learns about Europeana Fashion at a book fare, where the project is presented in one of the workshops.

Familiarisation

Adam is a confident user of the internet and can navigate the site without further help and explanations.

Search/  
Research  
Interest

Adam is thrilled to learn about the many images available on the website and the clear copyright restrictions. He is mainly interested in images he can use for book covers and as illustrative material in his book projects.

Use

Adam downloads a number of images that could fit his current book project and forwards them to the graphic designer. He also comes across a number of yet unpublished images of a famous Polish photographer and suggests the topic to his publisher for a future book project.

## Creative Industries

### Persona



Werner is 49 years old. He speaks German and a little bit of English. He uses the internet a couple of times a week for writing emails, but he does not distribute or sell his fashion on the internet, but works in a more traditional way. He is a very successful **fashion designer** and owns several shops in Germany. He gets inspiration for future designs mainly in every day life by watching people in the streets or in different situations to find out which functions fashion should have e.g. in his eyes a skirt must dress a woman and should be practical at the same time.

**Key facts** 49 years old, fashion designer, holds a high school diploma, was trained at a big German fashion label, uses the internet every now and then, non-visitor, inexperienced researcher online and offline

### Scenario

First  
Encounter

Werner learns about the Europeana Fashion from a fellow designer, who tells him about the great and inspirational garments on the portal. Werner is intrigued and decides to take a look at the website.

Familiarisation

Werner is not familiar with online research. He clicks on the “object of the months” and several blogs/facebook posts that also appear on the portal start page. Through this he discovers the search engine.

Search/ Research  
Interest

Werner has no specific research interested but browses through the different features the site has to offer for inspiration. He starts with the object of the month and then goes on to the blog entries. The database does not seem as interesting to him because he likes the objects and images to be presented in context, not merely as a database entry.

Use

Werner checks back with the site every now and then to see what new stories have been posted and which new object have been presented. He does so exclusively on Europeana Fashion not on Facebook or Twitter.

## Creative Industries

### Persona



Jeff is 21 years old. His mother tongue is English. He is a digital native, owns a smart phone and is almost constantly online. He travels in the very hip and fashion conscious circles of London. He has befriended a lot of young designers and fashion bloggers on Facebook and follows them on Twitter. He has also started his own Facebook page where he comments on London fashion trends. He has recently been hired as a **trend scout** by a big fashion label that focuses on street wear.

**Key facts** 21 years old, trend scout, holds a high school diploma, digital native, non-visitor, inexperienced researcher offline, unacademic researcher online

### Scenario

First  
Encounter

Jeff searches for the term “fashion” on Facebook regularly. When Europeana Fashion comes up in his search, he immediately “likes” it and from then on follows its posts.

Familiarisation

Jeff is very familiar with the internet but not as familiar with fashion terminology and academic search engines. He starts using the homepage by reading the Facebook posts and searches for certain designers he knows and admires.

Search/  
Research  
Interest

Jeff only uses the basic search functions of the search engine. He is thrilled to learn that a number of upcoming designers have uploaded their collection to the portal. Through this he can see their entire collection and compare them with developments in other European countries. He saves his favourite images and uses the exhibition tool to create several collections of fashion trends he finds relevant.

Use

Even though the portal only present “past trends”, Jeff uses some of the images he finds on Europeana Fashion in a presentation for the fashion label he works for to prove a point about how fashion trends spread. He also posts some of the garments he finds exciting on Facebook.

## Creative Industries

### Persona



Fernando is 27 years old. He speaks Spanish and a little bit of English. He uses the internet daily for writing emails, surfing and doing research. He has befriended a number of designers, design magazines and bloggers on Facebook and follows them on Twitter. He has an own Facebook page and homepage, where he presents his design. He goes to design exhibitions regularly. He works as a **freelance graphic designer**.

**Key facts** 27 years old, graphic designer, holds a university degree, digital native, goes to the museum regularly, inexperienced researcher offline, experienced researcher online

### Scenario

First  
Encounter

Fernando learns about Europeana Fashion from a Facebook post from a fellow designer.

Familiarisation

Fernando is a confident user of the internet and can navigate the site without further help and explanations.

Search/ Research  
Interest

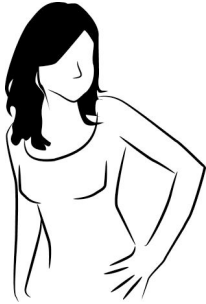
Fernando has just been hired by a furniture company to design a couch set whose design is supposed to reference the design aesthetic of the early 1950s. He is now looking for inspiration to find the right fabric for his design. He is thrilled to find so many good quality images on the portal. The information on material, manufacturing technique and the option to look at the images in greater detail are of great importance to him. He also appreciated the option to search for patterns and colours which helps him to find inspiration for a coherent look.

Use

Fernando saves his favourite images and downloads some of them. He decides to use a fabric pattern that was used on a skirt in the 1950s as a starting point to create his own fabric for the couch set. He uses the historical material from the portal when presenting his design ideas to the company he works for.

## Creative Industries

### Persona



Alice is a 35 years old. Her mother tongue is French. She speaks English fluently. She uses the internet daily for emailing, surfing and social media. She owns a smartphone and is almost constantly online. She works as a **set designer** for a major American film studio. She does not visit museums in her spare time, but does so as part of her job every now and then.

**Key facts** 35 years old, set designer, high school diploma, uses the internet regularly, visits museums every now and then, unacademic but efficient researcher online and offline

### Scenario

First  
Encounter

Alice learns about Europeana Fashion on google. After typing in "costumes Victorian era" a couple of garments on Europeana Fashion are among the first 30 hits.

Familiarization

Alice is a confident user of the internet and can navigate the site without further help and explanations.

Search/  
Research  
Interest

Alice is responsible for the set design for a movie set in the late Victorian era. She is excited to find so many garments on the portal. She greatly appreciates the detailed fabric descriptions and the option to look at the garments in great detail as she is planning on copying them as perfectly as possible. She also gets in touch with other users of the portal via the comment section and the message board to ask a number of detailed questions about the fashion trends of that period.

Dissemination

Alice uses the information found on the portal to design the film set. She goes back to the portal repeatedly to look for further garments and to ask other users for advice on the fashion customs of the time.

## Creative Industries CC

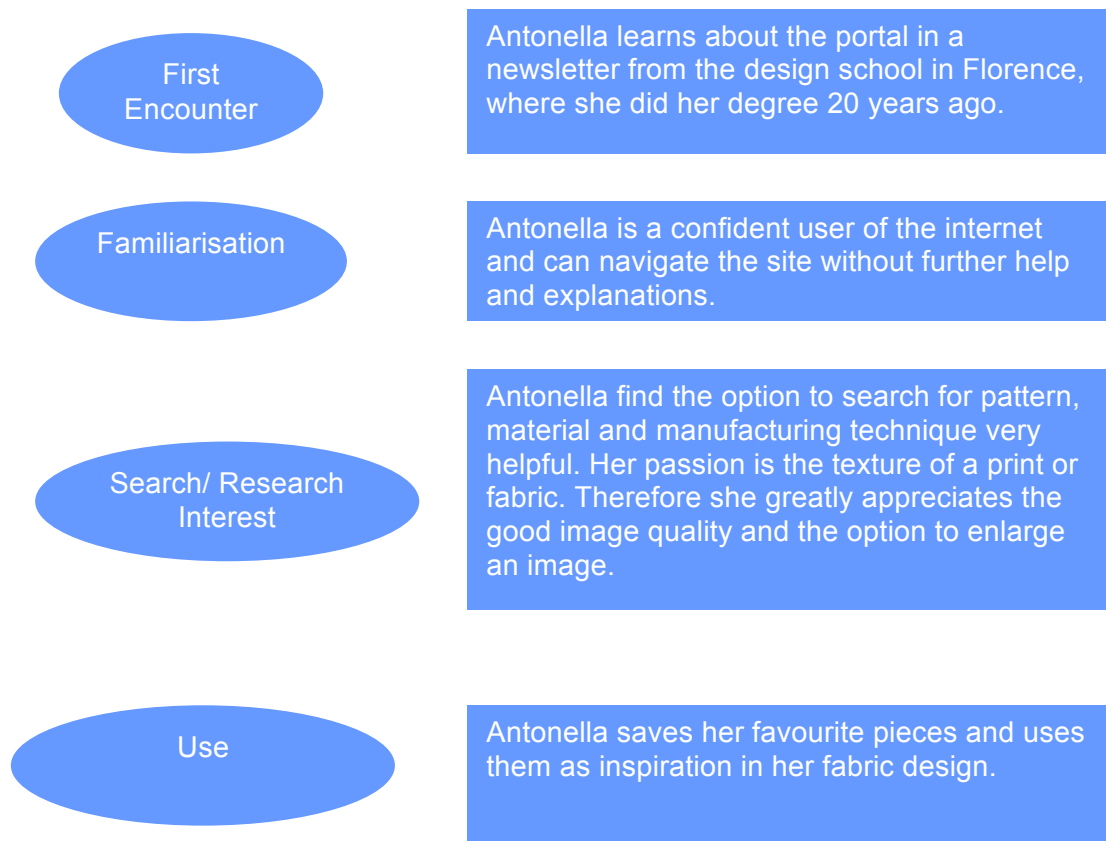
### Persona



Antonella is 45 years old. Her mother tongue is Italian. She uses the internet daily for writing emails, surfing and social media. She works as a **fabric designer** at a very traditional Italian fabric company. She does not go to museums in her spare time but likes to visit old castles and mansion to get inspired by the fabric that was used for the antique furniture.

**Key facts** 45 years old, fabric designer, holds a university degree, uses the internet daily, non-visitor, experienced researcher online and offline

### Scenario



## Creative Industries

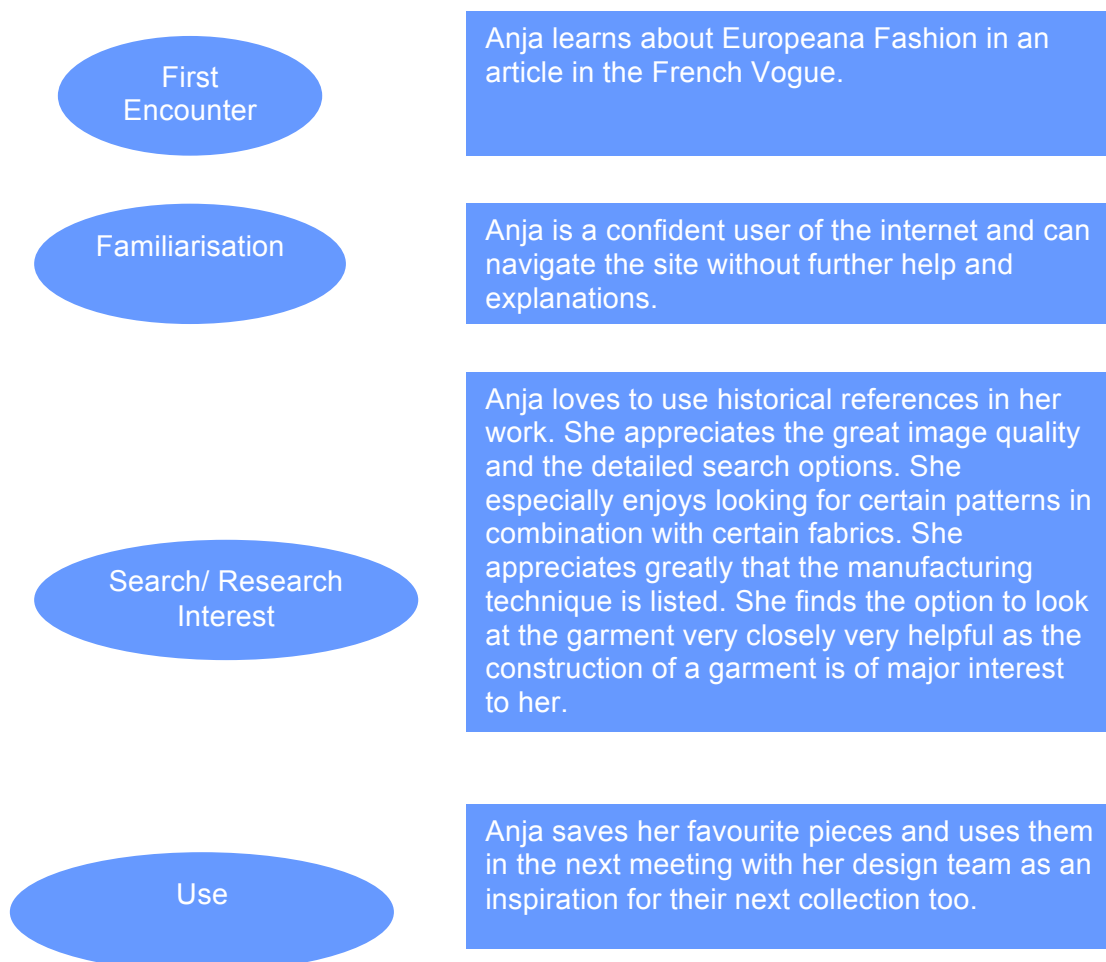
### Persona



Anja is 57 years old. Dutch is her mother tongue. She speaks good English, French and Italian. She uses the internet for writing email and surfing. She is the **chef designer** at a big high fashion fashion label in Amsterdam. She does online research every now and then, but prefers to look through museum catalogues and art books for inspiration. She goes to museums regularly and considers her creations to be art.

**Key facts** 57 years old, chef designer (Haute Couture), holds a high school diploma, has been trained by major Italian fashion labels, uses the internet daily, visits museums regularly experienced researcher online and offline

### Scenario



## Creative Industries

### Persona



Ole is 38 years old. Swedish is his mother tongue. He speaks English fluently. He has a smart phone and is almost constantly online. He has been working as a **freelance photographer** for ten years. He mainly does high fashion photo shoots aiming for a clear but emotional aesthetic that makes the viewer feel something when looking at the clothes. He is very much intrigued by early fashion photography because he admires the emotional intensity of these images. He visits museums irregularly, mostly photo exhibits.

**Key facts** 38 years old, photographer, holds a high school diploma, uses the internet daily, visits museums every now and then, inexperienced researcher online and offline

### Scenario

First  
Encounter

Ole learns about Europeana Fashion from a colleague who uploaded some of his work to the portal.

Familiarisation

Ole is familiar with the internet but not as familiar with academic search engines. He only uses the basic search functions and clicks on the blog entries on the welcome page of the portal.

Search/ Research  
Interest

Ole searches for his favourite photographers and is thrilled that the search engine gives the option to search not only for the creator of the garment but also for the creator of the image.

Use

Ole uses the images on the portal as inspiration and copies some techniques in his own work. He is reluctant to upload some of his own work as he is afraid that it will be copied.



## Creative Industries

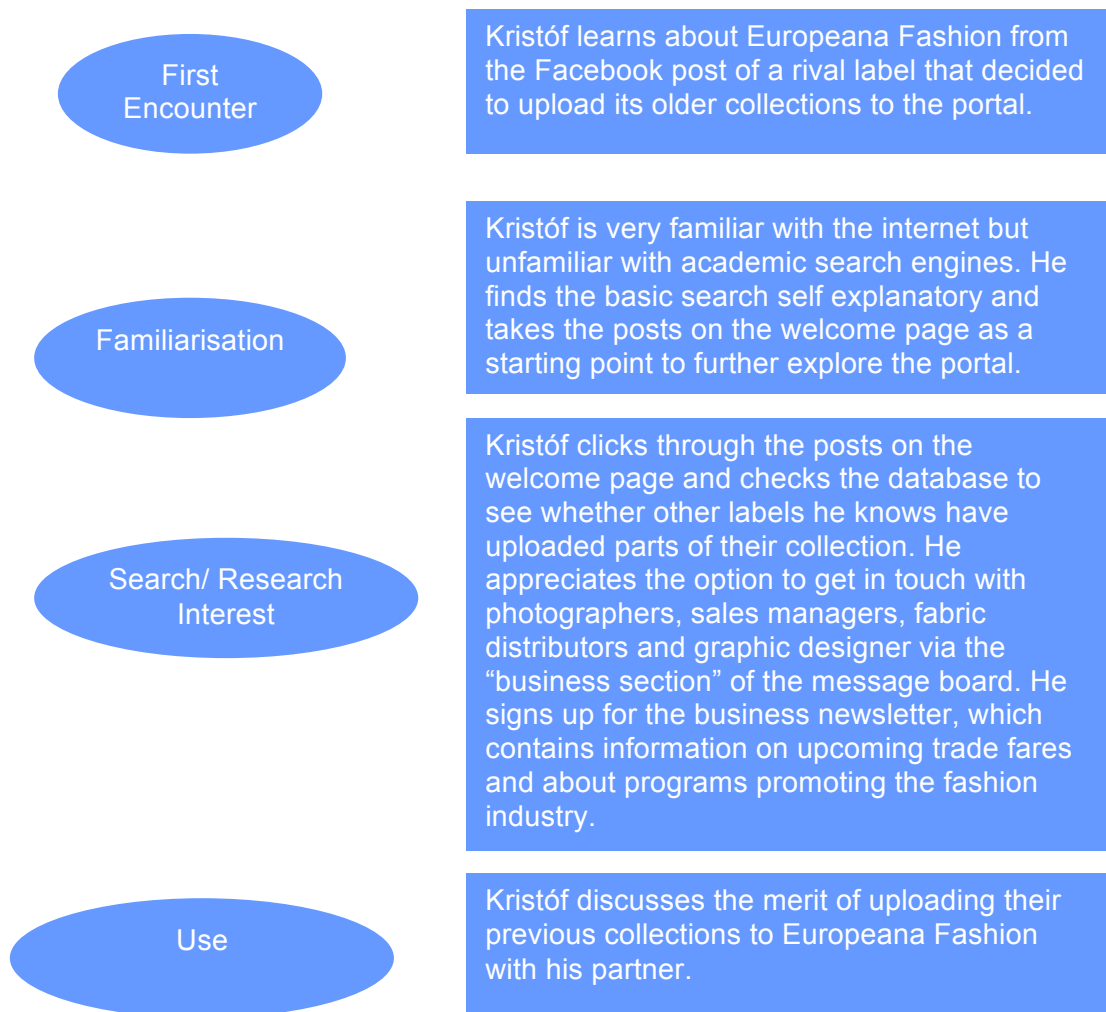
### Persona



Kristóf is 43 years old. Hungarian is his mother tongue. He speaks good English. He has a smart phone and is almost constantly online. He is responsible for **management** and **distribution** at a small fashion label in Budapest. He has befriended many designers and smaller labels on Facebook and follows them on Twitter to take note of their marketing strategy. He does not visit museum in his free time.

**Key facts** 43 years old, financial manager at a small fashion label, holds a university degree, uses the internet daily, non-visitor, inexperienced researcher online and offline

### Scenario



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## 3.2 EDUCATION

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The members of this category are mainly professors, teachers and students involved in fashion or art education. In the creation of these scenarios the deliverable leaned heavily on the research conducted in D4.1 “Identification of User Groups” and the material provided by the partners V&A and SU. In D4.1 questionnaires had been distributed among students of fashion at Stockholm University. The students were asked about their research routines, attitude towards fashion content and relationship to the internet. In addition, material provided by the V&A was taken into account. In their study from 2009, they identified “students” as one of their six user groups. Their analysis showed a lot of similarities to the needs, likes and requirements of the anticipated users of the Europeana Fashion portal. Finally the aspect of high school students and teachers was added via desk top research to include this important user group into the scope. These four elements – the questionnaires filled out by SU students for D4.1, the requirements specified for this user group by IA in deliverable 4.2 “User Requirements”, the material provided by V&A, and the desk top research - led to the construction of the 5 user scenarios.

### General Characteristics

The members of this group use the portal to do research for very specific learning intentions like papers, thesis topics, courses and lectures. They are therefore interested as well in background as in overview information and thereby fall into the category of “professional” users. This group (both teachers and students) appreciates the ability to use content creatively, e.g. by implementing an exhibition creation tool. Many of these users also fall into the category of “facilitators” as they enjoy content related interaction. From the teachers perspective it’s the time spend with their students working on the content, the students on the other hand, many of them digital natives, have a strong interest in sharing content with peers and other people.

The user scenarios in this group include:

- student (high school)
- student (university)
- art teacher (high school)
- professor
- dress maker trainee

## Education

### Persona



Anja is 58 years old. Dutch is her mother tongue. She speaks English fluently. She is an **art teacher at a high school** in Amsterdam. She uses the internet irregularly to write emails and talk to her daughter on Skype. She goes to art exhibitions regularly. She has a vague interest in fashion and has discovered that her students respond well to using fashion as inspiration in art projects.

**Key facts** 58 years old, high school art teacher, uses the internet every now and then, visits museums regularly, expert researcher offline, inexperienced researcher online

### Scenario

First  
Encounter

Anja learns about Europeana Fashion at a conference for art teachers.

Familiarisation

Anja is familiar with offline research but not confident about how to find academically sound information online. It takes her some time to navigate Europeana Fashion confidently. Sometimes she does rely on her students to help her work with the portal.

Search/  
Research  
Interest

Anja teaches a unit on cubism. She wants to encourage her students to explore fabric pattern inspired by that era. She does some preliminary research and is impressed by the image material and the background information but annoyed by the user comments, which she considers to be unsound. She is thrilled to learn that there is a tool enabling the user to create their own online exhibitions. In her teaching she encourages her students to make their on exhibition consisting of cubism inspired fashion items the students find on Europeana Fashion. She advises the students to ignore the user generated content.

Use

Anja encourages her students to use Europeana Fashion in their projects and thereby makes them aware of the portal. Some of her students post the exhibitions they created in class on Facebook.

## Education

### Persona

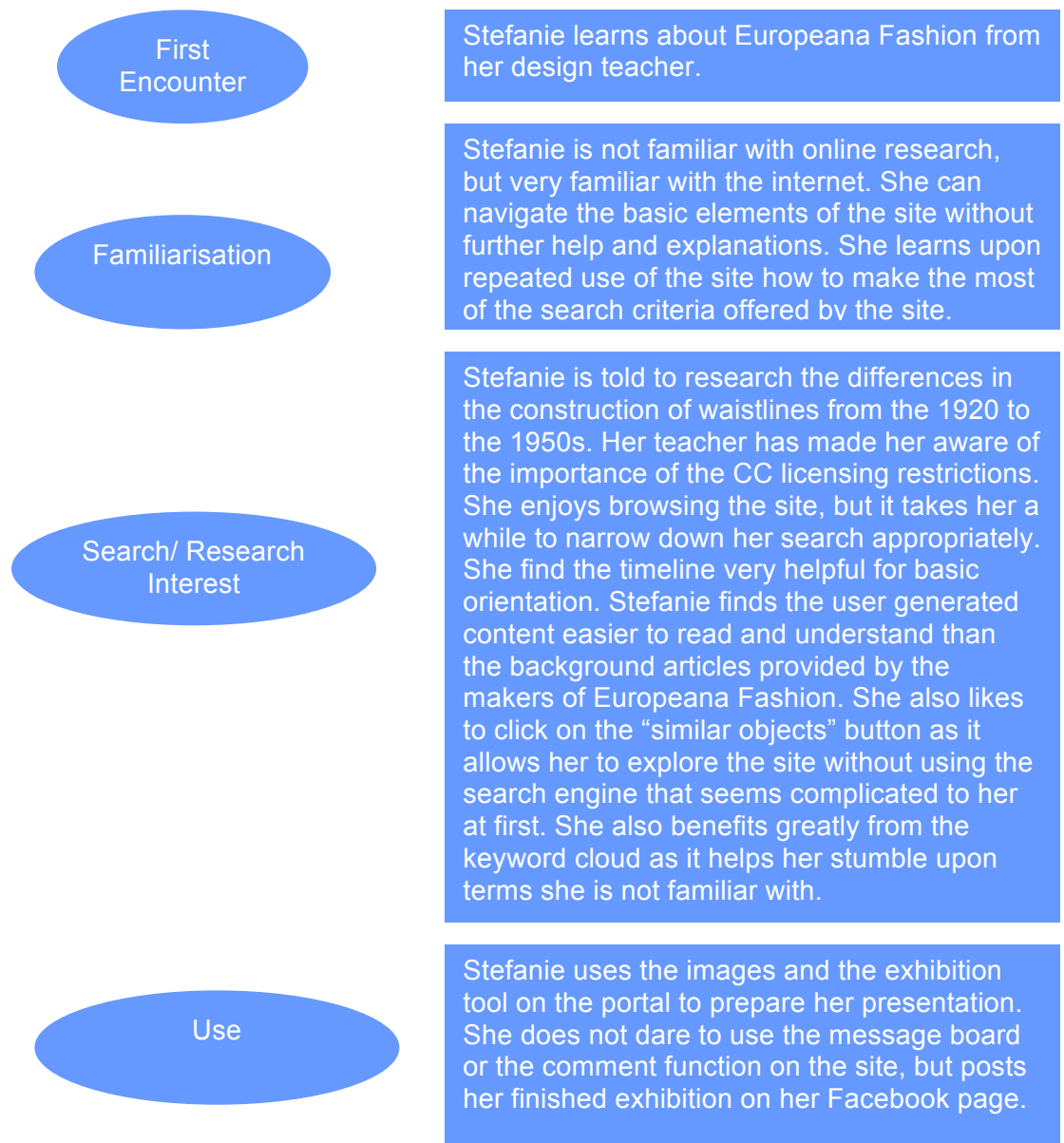


Stefanie is 18 years old. Her mother tongue is German. She speaks good English. She uses the internet daily for writing emails, surfing and social media. She has a smart phone and is almost constantly online. She loves fashion and has been reading fashion magazines for years. She has befriended a lot of labels, magazines, bloggers, and designers on Facebook. She is **training to be a dressmaker**. She is in her second year of a three year program. She has just been to an art museum for the first time as a part of one of her classes.

### Key facts

18 years old, dress maker trainee, middle school diploma, digital native, non-visitor, inexperienced researcher online and offline

### Scenario



## Education

## Persona



Dragan is 24 years old. His mother tongue is Serbian. He speaks good English and some French. He uses the internet daily for writing emails, surfing and social media. He follows new developments in the fashion industry via blogs, Twitter and Facebook. He is **studying fashion** in Belgrade and wants to become designer. He does not visit museums.

**Key facts** 24 years old, university student, digital native, non-visitor, good researcher online and offline

## Scenario

First  
Encounter

Dragan learns about Europeana Fashion via a friend's tweet.

Familiarisation

Dragan is familiar with online research and can navigate the site without further help and explanations.

Search/ Research  
Interest

Dragan is in his final year in college and to achieve his degree has to create a collection of five pieces. He wants his collection to mirror the many cultures that are living in his country. He enjoys the wide variety of images on the portal serve a inspiration for his collection. As construction is also important to him, he appreciates the possibility to look at the pieces in great detail and the option to save favourites. He also likes to look through the user generated content to get a feeling for how the people of his country and around the world react to these different fashion traditions. As he is also browsing fashion of cultures that are living in his country but are not his own he is excited about the "similar objects" button as this helps him find object he would not be able to find via the search function as he is not sure what terms to search for.

Use

Dragan uses the information and inspiration he finds on Europeana Fashion in the concept of his collection and the accompanying report. As he does not want to give away his ideas he does not post any material on Facebook or Twitter.

## Education

## Persona



Florence is 41 years old. French is her mother tongue. She uses the internet daily for surfing, writing mails and social media. She is a **professor** and teaches at a fashion degree program in Belgium. Her main focus is **IPR**. She goes to museums regularly

**Key facts** 41 years old, professor for IPR, holds a PhD, uses the internet regularly, visits museums regularly, expert researcher online and offline

## Scenario

First  
Encounter

Florence learns about Europeana Fashion at a conference even before the site was launched. She has been following the debate about CC licensing in the site with great interest.

Familiarisation

Florence is a confident user of the internet and can navigate the site without further help and explanations.

Search/ Research  
Interest

Florence is happy to find that the site provides examples of many different licensing restrictions.

Use

She asks her students to present examples of the different type of CC licences and the implication of the restrictions. The portal's calendar tells her about an upcoming conference in Poland that she was not aware of. She decides to participate.

## Research/Education

### Persona



Jean is 44 years old. French is his mother tongue. He is a **professor** and teaches design at ESMOD in Paris. The main focus of his research is **fashion of the Victorian period**. He uses the internet daily at work for mailing and doing research. He owns an iPad and is almost constantly online. He has a Facebook account and has befriended a lot of fashion labels, fashion magazines, artists and some of his former students to keep up with the newest developments. In spite of this, he encourages his students to get inspiration in real life not only online.

**Key facts** 44 years old, professor for fashion history, uses the internet regularly, visits museums regularly, expert researcher online and offline

### Scenario

First  
Encounter

Jean learns about Europeana Fashion from one of his students.

Familiarisation

Jean is familiar with online research and can navigate the site without further help and explanations. He appreciated that he can switch the menu's language to French.

Search/ Research  
Interest

Jean is excited to find so many images, garments and fabrics on the site that he had not seen before. The background information given usually does not tell him anything new, but he enjoys contributing findings from his own research via the comment function. He enjoys the exchange with other researchers working in the field via the message board. Especially with younger researchers who are new to the field and who he did not know before. He also checks the "new research & further reading" section to see whether some of his works were included. There he stumbles upon a couple of articles he did not yet know

Use

Jean uses the information he finds on Europeana Fashion in his publications. After debating a certain style of undergarment that he found on Europeana Fashion with other researchers via the message board, they decide to organize a conference on that issue.

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### 3.3 RESEARCH

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The members of this category are professors and PhD students as well as museum curators, authors and custodians, all of them experts in their field. The approach in creating these scenarios was very similar to the strategy applied in the “education” category. The findings from the questionnaires as outlined in D4.1 was combined with material from V&A and SU and the results of the desk top research and matched with the user requirements defined for this group in D4.2. Here 5 user scenarios were created.

#### General Characteristics

The users in this group are highly knowledgeable and interested in highly specialized fields, the stereotypical “professional user”. In general they have a strong familiarity with online and offline research. They are able and interested to add valuable information about the objects to the database through comment functions or message boards. In addition they are interested in staying in touch with other researchers and new developments in their field by subscribing to regular newsletters. They expect a portal like Europeana Fashion to include detailed search functions, elaborate information about the objects in the database, and high resolution pictures of those objects.

The user scenarios in this group include:

- professor
- PhD-Student
- museum curator
- author
- custodian



## Research

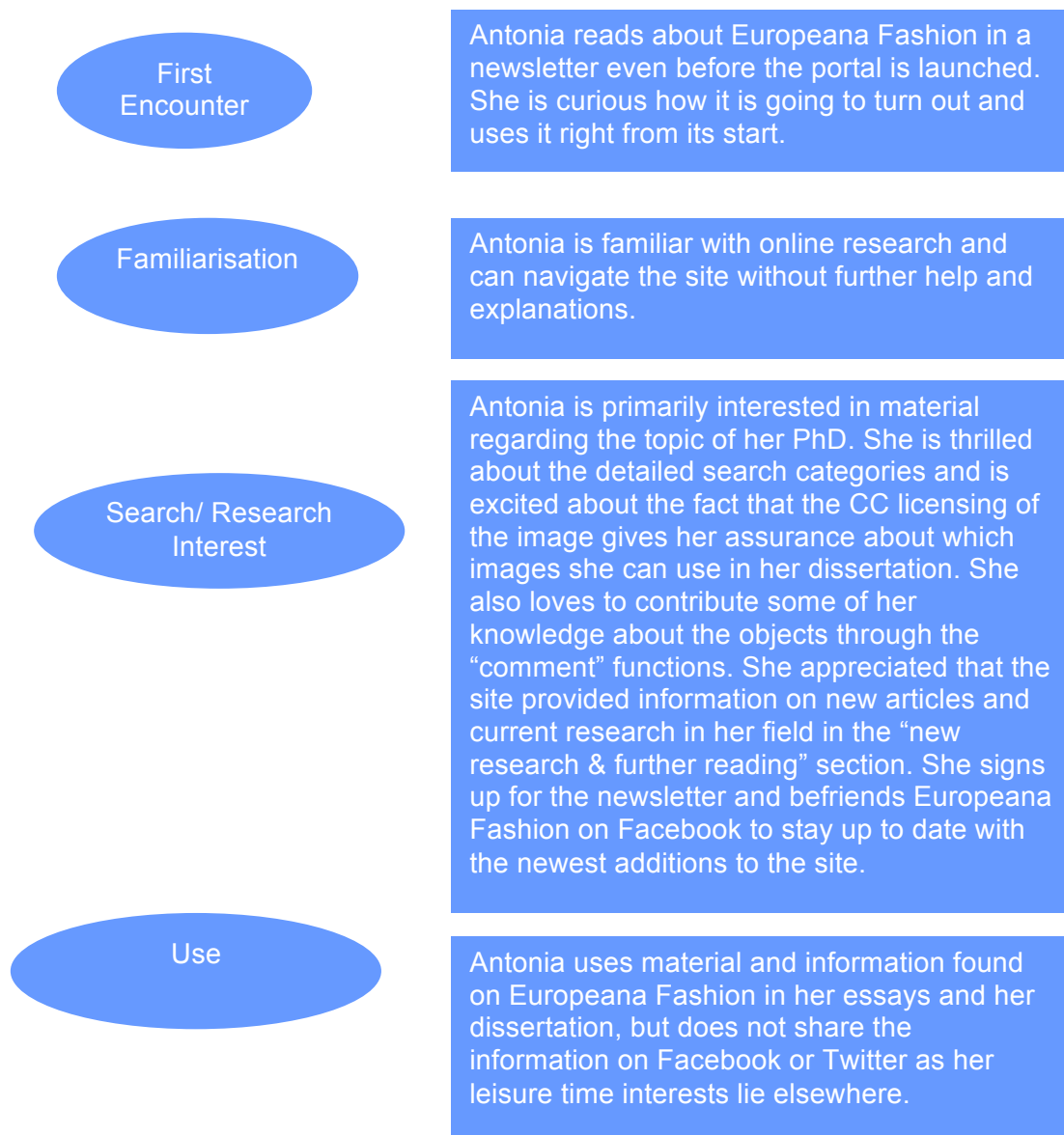
### Persona



Antonia is 29 years old. Italian is her mother tongue. She is doing a **PhD** in Art History. Her research focuses on pattern design during the Art Déco. She speaks English and can read French. She uses the internet daily for surfing, writing mails and social media. She has a smartphone and is almost always online. Outside her research topic she is not interested in fashion. She visits art museums regularly and follows new exhibitions via Facebook, Twitter and several specialized newsletters.

**Key facts** 29 years old, PhD student, uses the internet regularly, visits museums regularly, expert researcher online and offline

### Scenario



## Research

### Persona



Katrin is 31 years old. German is her mother tongue. She speaks English fluently and has a basic knowledge of French. She works as a **curator** for a German museum that is currently planning an exhibition on the 1950s. She is responsible for the section on fashion. She uses the internet daily for surfing, writing mails and social media. Fashion is not her main interest as a curator but she focuses on cultural history in her work. She visits art, history and anthropological museums regularly and follows new exhibitions via Facebook, Twitter and several specialized newsletters.

**Key facts** 31 years old, museum curator, uses the internet regularly, works at a museum and visits museums regularly, expert researcher online and offline

### Scenario

First  
Encounter

Katrin reads about Europeana Fashion in a newsletter of the Museumsbund - German Museums Association.

Familiarisation

Katrin is familiar with online research and can navigate the site without further help and explanations. As she is not an expert in fashion she appreciated the keyword cloud and the suggestion for search terms that the site provides.

Search/  
Research  
Interest

At the beginning Katrin is interested in everything concerning the 1950s to get a feeling for the fashion of the time. She appreciated the background information given, the clear licensing statement regarding the use of the images, and the fact that the items are linked to the content provider so that she knows who to contact to borrow the item. She uses the comment function and the message board to ask questions about some of the items and is delighted about the quick and well informed feedback provided by the other users.

Use

She uses Europeana Fashion to find lenders for her exhibition project and uses the images for the promotional material for the exhibition. She cites both Europeana Fashion and the content provider as her source.

## Research

### Persona



Kostas is 48 years old. Greek is his mother tongue. He also speaks good English. He is a **custodian** for 18<sup>th</sup> century garments at a museum in Greece. He uses the internet daily at work for writing emails and research, but not so much in his leisure time as he does only have a very slow internet connection at home.

**Key facts** 48 years old, custodian, uses the internet regularly, works at a museum and visits museums regularly, expert researcher offline, good researcher online

### Scenario

First  
Encounter

Kostas hears about Europeana Fashion through a newsletter sent by the Peloponnesian Folklore Foundation.

Familiarisation

Kostas is familiar with doing research online and can navigate the site without further help and explanations.

Search/ Research  
Interest

Kostas appreciates the detailed information given about the objects. In his field of expertise, he knows about most of the garments presented already but there are some new findings as well. He uses the information he finds to put some of the objects in his collection into context. Kostas enjoys greatly the option to comment on the objects presented. On the message board he gets in touch with another custodian who is working in a similar field. They exchange very helpful information

Use

Kostas uses the information on Europeana Fashion to streamline the information in his museum's database. He also suggests to his superior that his museum should become a content provider.

## Research

### Persona



Ken is 64 year old. English is his mother tongue. He speaks no other languages. He is an **author of history novels** and puts a lot of effort into researching the time he is writing about. He uses the internet for research for his book projects and for emailing. His website and Facebook page are maintained by his publisher. He is currently working on a novel set in Manchester at the turn of the 18<sup>th</sup> century. He goes to museums only very rarely.

**Key facts** 64 years old, author, uses the internet regularly, visits museums rarely, expert researcher offline, good researcher online

### Scenario

First  
Encounter

Ken hears about Europeana Fashion from a librarian at the British Library, where he has been going for decades to do research for his book.

Familiarisation

Ken has been doing research online for a while, but is still grateful that the introduction to the site points out all the different features of the site that he otherwise might have overlooked.

Search/  
Research  
Interest

The main characters in Ken's book work at or own a textile mill in Manchester. Therefore he is interested in textiles and garments produced there. He is delighted to find out that the site does contain fabric samples as well as clothes and photographs from that period, which enables him to get a sense of the period. He uses the exhibition tool to create collection of material that fit the several characters in his novel. He contacts the content provider to ask for more information of the subject. He also likes that the site provides information on further reading.

Use

Ken uses the information provided by Europeana Fashion in his novel. He also talks to his publisher about the portal, which uses images from the site for the book's cover and other promotional material following the CC licensing agreements.

## Research

### Persona

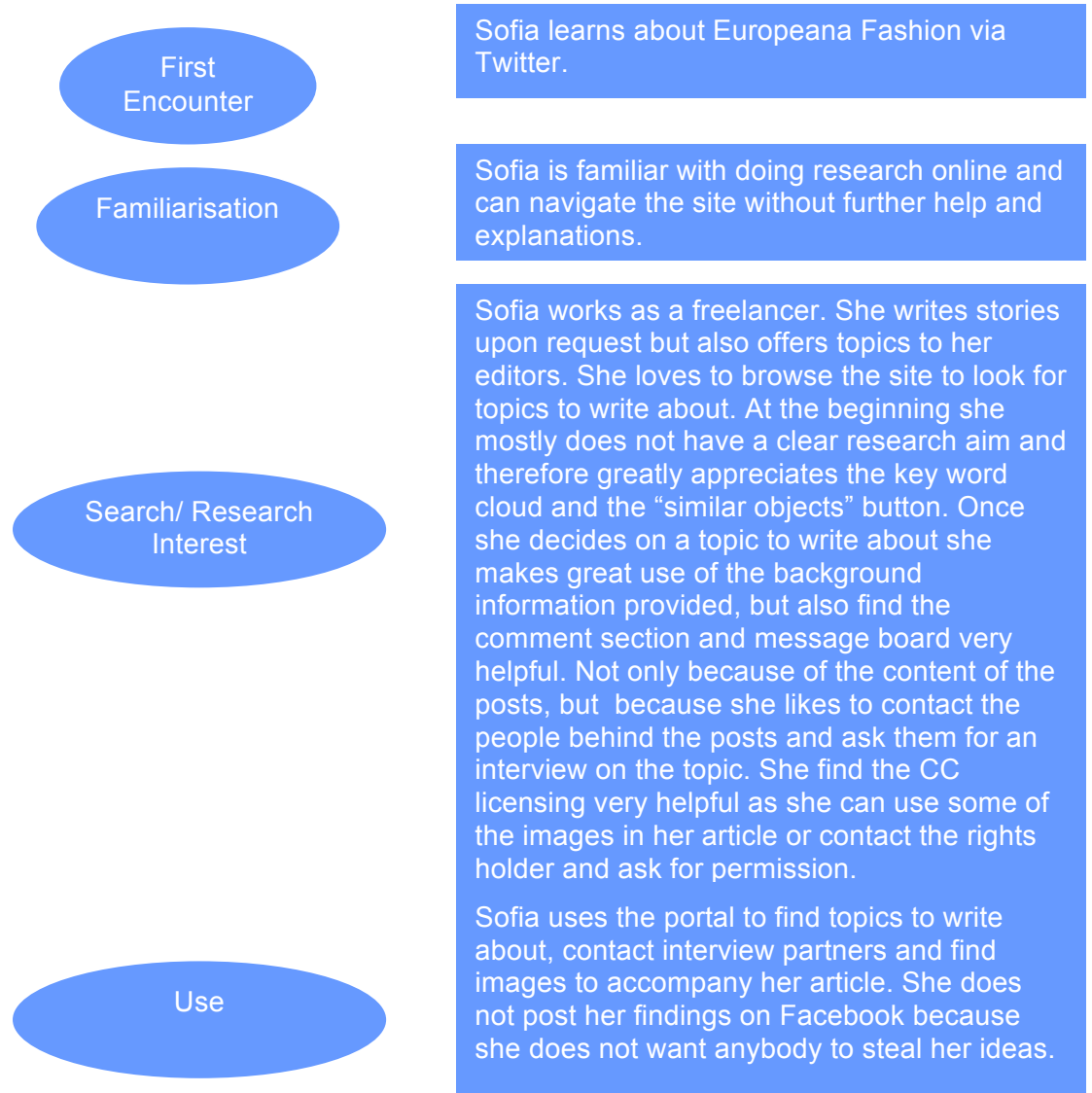


Sofia is 27 years old. Spanish is her mother tongue. She speaks good French and some English. She uses the internet daily for writing emails, surfing and social media. She has an iPhone and an iPad and is almost always online. She goes to art museums every now and then. She has a dual degree in **journalism** and art history and is now doing freelance work for a number of women's and fashion magazines in Madrid. She has befriended all relevant labels, designer and bloggers on Facebook and follows them on Twitter. She is very fashion conscious and dresses with great care.

### Key facts

27 years old, journalist, digital native, visits art museums semi-regularly, experienced researcher online and offline

### Scenario



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### 3.4 CULTURAL HERITAGE AND LEISURE

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Members of group “Cultural Heritage and Leisure” come from a variety of background and motivations. They consist of museum visitors, fashionista and people with a general interest in art and fashion, but also chance visitors who just happen to stumble across the site. Again, the approach in creating these scenarios was similar to the one applied for the groups “education” and “research”. Findings from the questionnaires as outlined in D 4.1 was combined with material from V&A and the results of the desk top research and matched with the user requirements defined for this group in D4.2. In addition one in-depth interview was conducted to get insight into the motivation of non-professional fashion interested users.

#### General Characteristics

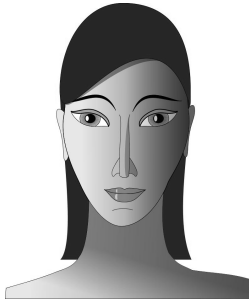
The members come from a variety of background and motivations. They consist of museum visitors, fashionista and people with a general interest in art and fashion, but also chance visitors who just happen to stumble across the site. What binds them together is a fascination by and an interest in fashion for a variety of reasons. They come to the portal usually with a wide, not specialized field of interest. This group wants to hear and read the opinion of professionals on fashion topics through blogs and videos. It contains a strong significant number of digital natives that wants to interact with the content and share photos of objects on social networks. In this group the categories outlined by Falk can not be employed on a group level as the user motivations vary to widely.

The user scenarios in this group include:

- older museum visitor
- fashionista
- high school student fascinated by art
- father of a daughter who started a fashion degree
- fashion interested housewife
- visitor of fashion exhibitions
- young museum visitor
- handicapped museum visitor (impaired sight)
- male fashionista
- fan of the 1930s

## Cultural Heritage & Leisure

### Persona



Solveig is 28 years old. Swedish is her mother tongue. She speaks English and a little bit of Italian. She is a digital native and uses the internet daily for surfing, writing mails and social media. She is a lawyer by profession but fashion is her passion. She has been writing a blog on fashion trends for a couple of years and travels in the very hip and fashion conscious circles of Stockholm. She calls herself a **fashionista** and likes to go to art exhibition and on her blog spends a lot of time talking about fashion photography.

**Key facts** 28 years old, fashionista, holds a university degree, digital native, semi-regular visitor of museums

### Scenario

First  
Encounter

Solveig learns about Europeana Fashion from another blogger whose posts she has been following.

Familiarisation

Solveig is a digital native and can navigate the site without further help and explanations.

Search/ Research  
Interest

Solveig is a true Fashionista. She enjoys looking through the images presented. She especially likes to search for certain colours and patterns. After visiting the site she starts to write a blog entry "Mustard has Always Been the New Black".

Use

Solveig shares the images of the designs she finds extraordinary on her blog which is also connected to Facebook. She does so without paying attention to copyright restrictions. She also uses the "comment" function on the site to share her opinion of certain garments. Her blog has a lot of followers. Some of them check out the site, others just share her post.

## Cultural Heritage & Leisure

### Persona



Abby is 66 years old. Her mother tongue is English. She speaks French. She uses the internet for writing emails and looking things up on google. For other internet related tasks she gets help from her daughters. She is a **retired teacher**, but used to teach French and Art. She visits museums - especially art museums - very regularly. She has a fleeting interest in fashion but has not connected it with the work of museums so far.

**Key facts** 66 years old, retired teacher, holds a university degree, non-user (internet), visits museums regularly

### Scenario

First  
Encounter

Abby learns about Europeana Fashion through a leaflet she finds at the V&A and is intrigued to learn more about fashion as art.

Familiarisation

Abby is glad that the site gives an introduction into how to use the complicated search functions and download option. At the beginning she needs additional help from her daughter, but is then able to navigate the site herself. She also appreciated the relatively large type and clear contrast in type and background as her sight is not what it used to be when she was younger.

Search/ Research  
Interest

Abby searches for information about the fashion trends of her youth and is excited to learn about what stood behind the things she wore when she was young. Abby appreciates the fact that the information on Europeana Fashion comes from a trustworthy source as she often is not comfortable navigating the internet for information.

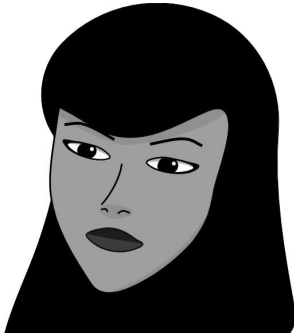
Use

Abby talks to her friends about Europeana Fashion and the beautiful things she has seen and learned there.



## Cultural Heritage & Leisure

### Persona



Fernanda is 20 years old. Italian is her mother tongue. She speaks a little English and French. She uses the internet daily for surfing, writing mails and social media. In her leisure time she reads magazines about fashion, decoration, likes to do handicrafts and loves to visit flea markets. She is very much **interested in exhibitions on fashion photography**.

**Key facts** 20 years old, university student interested in fashion, digital native, non-visitor (museums)

### Scenario

First Encounter

Fernanda reads about the Europeana Fashion Portal in a magazine.

Familiarisation

Fernanda is a digital native and can navigate the site without further help and explanations. She likes that she can switch the menu to Italian.

Search/ Research Interest

Fernanda wants to discover dresses by a certain designer to get ideas to sew a new dress. She appreciates the function to save the contents she likes and prints out her favourites.

Use

On the exhibition calendar stream she discovers that in a few months a museum in her region shows a fashion exhibition. She saves the date and shares the information via the Facebook button with her friends.

## Cultural Heritage & Leisure

### Persona



Florian is 16 years old. German is his mother tongue. In addition he speaks good English. He uses the internet daily for surfing, writing mails and social media. He has a smartphone and is almost always online. He loves clothes and is very interested in fashion but has no friends at school with similar interests. He also is a big fan of "Germany's Next Top Model". He **wants to become a fashion photographer** when he grows up. His parents are regular museum visitors. He joined them regularly when he was younger, but now mostly stays at home.

**Key facts** 16 years old, wants to become a fashion photographer, on his way to an A-Level degree, digital native, visits museums irregularly

### Scenario

First  
Encounter

Florian is a follower of the twitter account of Vogue. Here he reads about the Europeana Fashion.

Familiarisation

Florian is a digital native and can navigate the site without further help and explanations.

Search/ Research  
Interest

Florian loves to sift through the images and the background information with no specific aim. He enjoys reading the user posts more than the controlled content. After watching "Germany's Next Top Model" he googles the designers and photographers mentioned and checks the names on the portal. He is excited about the great array of fashion photography on Europeana Fashion. As he is interested in photography as a profession he also cares about copy right.

Use

He posts some of his findings on Twitter and Facebook and makes sure to only use images with the appropriate CC licence.

## Cultural Heritage & Leisure

### Persona



Agnieszka is 35 years old. Her mother tongue is Polish. She speaks a little bit of German and some English. She has three children, aged one, three and five and is currently not working outside the home. She uses social media daily, especially Facebook. Her group of Facebook friends mainly consists of other mothers. She reads women's magazines and is **interested in fashion trends and tips on how to dress**.

**Key facts** 35 years old, housewife interested in fashion, holds a high school diploma, daily internet user, non-visitor

### Scenario

First Encounter

Agnieszka learns of Europeana Fashion through a friend's Facebook post.

Familiarisation

Agnieszka does not know enough English to read the longer texts but enjoys clicking through the images.

Search/ Research Interest

Agnieszka searches for certain designers she knows. She appreciates that the small images load quickly as her internet connection is rather slow. Later she starts a search for maternity clothes. Some of the images she finds here, she wants to look at in more detail. To open the bigger images with her internet connection take a lot longer.

Use

Agnieszka reposts some of the images she finds on Facebook. Some of her friends share her posts.

## Cultural Heritage & Leisure

### Persona



Javier is 52 years old. His mother tongue is Spanish. He speaks some English. He uses the internet a couple of times a week at home to look things up on Wikipedia and to order things online. He has a Smartphone, but uses it mainly for navigation and making phone calls. He is an engineer with no previous interest in fashion or museums, but **his daughter has decided to start fashion school** in the fall.

**Key facts** 52 years old, father of a fashion student, holds a university degree, uses the internet semi-regularly, non-visitor (museum)

### Scenario

First  
Encounter

Javier googles “Fashion” and “Fashion industry” to learn more about the profession his daughter has chosen. He is overwhelmed by the information that is available on the topic online. So he looks at the entry “Fashion industry” on Wikipedia. Here he finds a link to Europeana Fashion.

Familiarisation

Javier is too unfamiliar with fashion in general to use the search functions effectively. He navigated the site through the keyword tag cloud. There he is looking for general introductions e.g. 1920s fashion. He appreciates the option to use the menu in Spanish.

Search/  
Research  
Interest

Javier is not interested in the clothes presented as such, but is looking for information about the business. He is delighted to find short articles about fashion trends and developments in the industry. He appreciates that the information provided by the museums is clearly separated from the information provided by the users of the web site. On the other hand he enjoys reading the user posts as it gives him an impression of what kind of people his daughter will be working and studying with.

Use

Javier talks to his daughter about what he found out. And after some eye-rolling by his daughter, they go back to Europeana Fashion to discover it together.

## Cultural Heritage & Leisure

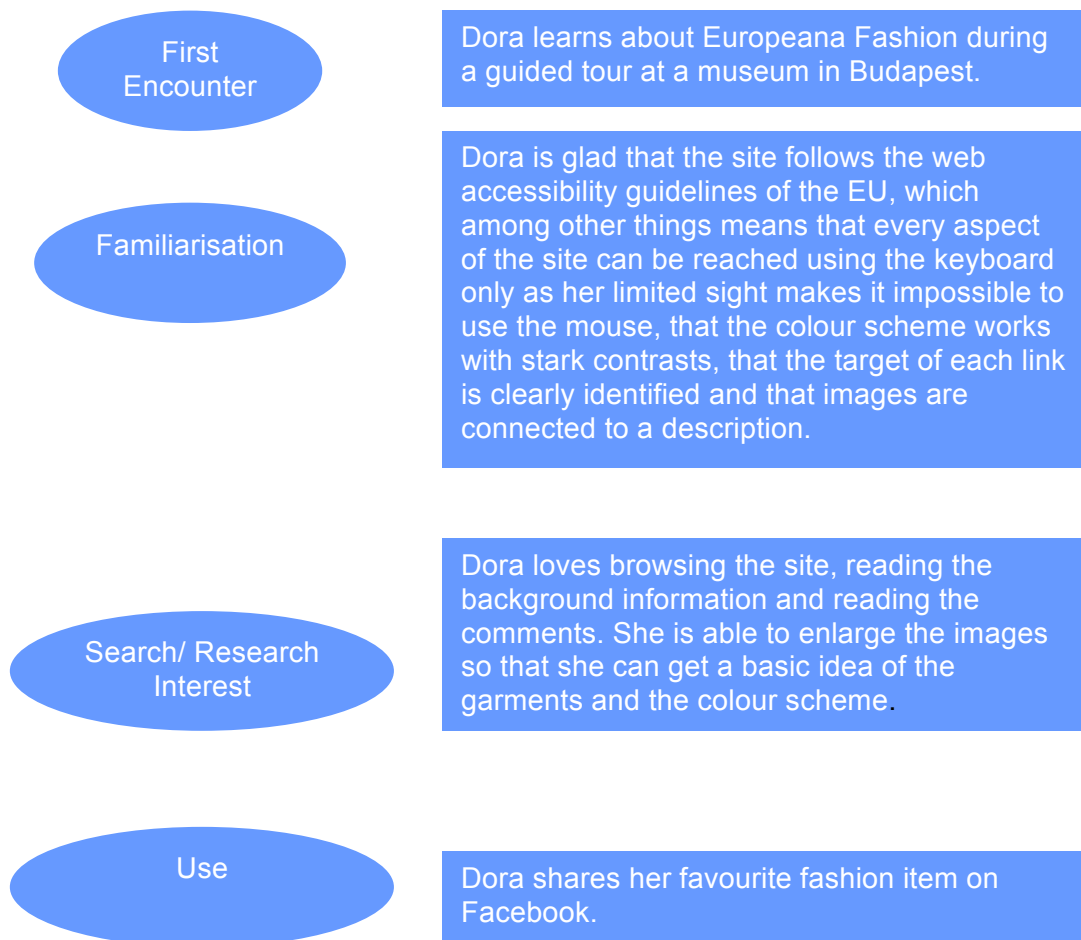
### Persona



Dora is 22 years old. Her mother tongue is Hungarian. She speaks good English and some German. She is a digital native. She uses the internet daily for emailing, surfing and social media. She does this with a few technical aids as **her sight is severely impaired**. She is studying at a university in Budapest to become a teacher. Her parents have been taking her to art exhibitions and museums since she was a little kid. More and more museums offer special guided tours for people with limited sight and she **loves to join these museum tours**. She loves colours and takes very good care of what she is wearing.

**Key facts** 22 years old, art interested museum visitor with impaired sight, university student, digital native, visits museums regularly

### Scenario



## Cultural Heritage & Leisure

### Persona



Betty is 42 years old. Her mother tongue is English. She does not speak any other languages. She is a kindergarten teacher. She uses the internet a couple of times a week for writing emails, surfing and social media. She and her husband are **great fans of the 1930s**. They have redecorated their house in the style of the 30s and love to listen to Swing music. Betty also likes to dress in a 30s inspired style. She has befriended a lot of people and institutions that provide information on the 1930s and is a member of a few online forums.

**Key facts** 42 years old, 1930s fans, holds a high school diploma, uses the internet semi-regularly, non-visitor (museum)

### Scenario

First  
Encounter

Betty learns about Europeana Fashion from a friend on Facebook who has “liked” an image of a 1930s dress.

Familiarisation

Betty can navigate the site without further help and explanations.

Search/ Research  
Interest

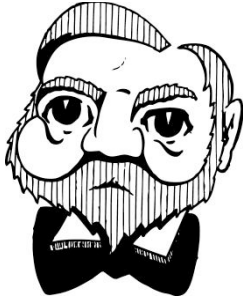
Betty is interested in everything 1930s. She loves to look through the images and is excited to see new looks from countries other than the US. She does not make use of the more detailed search function as searching for “1930s” already gives her the results she needs. She appreciated that all search results are accompanied by a small image so that she can decide right away whether she wants to look at it or not. She is interested in images only. Therefore it does not bother her that some of the information of the portal is only available in a language she does not understand.

Use

Betty shares some of the images she likes on Facebook. Her 1930s-fan-friends respond enthusiastically.

## Cultural Heritage & Leisure

### Persona



Ondrej is 51 years old. His mother tongue is Czech. He speaks good German. He uses the internet a couple of times a week for surfing. He does not go to museums in his spare time. He **is very fashion conscious** and follows the new trends by reading fashion magazines. He is an accountant by training but paints in his spare time.

**Key facts** 51 years old, fashion enthusiast, holds a university degree, uses the internet some times a week, non-visitor

### Scenario

First  
Encounter

Ondrej reads about Europeana Fashion in a fashion magazine and decides to look it up online.

Familiarisation

Ondrej does not do a lot of research online. He is glad to discover that he can switch the language of the menu from English to German. He does not go to the "Help" section of the site but starts to explore the site by clicking on the "object of the month" and a couple of the blog entries on the site. From there he ventures to further explore the portal.

Search/  
Research  
Interest

Ondrej enjoys clicking through the images. He reads some of the background information and some of the comments that are provided in English, but his English is not good enough to understand most of it. He looks for Czech design because he thinks they are underrepresented in Fashion magazines and is delighted to find creations of local designers on the portal.

Use

He reads in the calendar that there will be a Fashion show in Prague in a couple of weeks that is open to the public. He decides to attend the event.

## Cultural Heritage & Leisure

### Persona



Sine is 40 years old. Danish is her mother tongue. She speaks English fluently. She works as a doctor. She uses the internet a couple of times a week for surfing, emailing and ordering things on line. She **goes to museums very regularly**. She is interested in art exhibition as well as historical and anthropological exhibitions. She recently went to an exhibition on shoe design and has discovered design and fashion as a new interest of hers.

**Key facts** 40 years old, regular museum visitor, holds a university degree, uses the internet every now and then, visits museums very regularly

### Scenario

First  
Encounter

Sine learns about Europeana Fashion through a leaflet at an art gallery.

Familiarisation

Sine can navigate the site without further help and explanations.

Search/ Research  
Interest

Because she has just been to an exhibition on shoe design she starts out with searching for certain shoe designers. She is excited to find more information on what she just saw at the exhibit on the portal. She also finds the timeline very helpful to bring the things she just learned into a historical perspective.

Use

Sine goes back to the portal every now and then to look up designers and trends that she learned about in exhibition she visited.



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## 4 CONCLUSION

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This document is the first version of the “User Scenarios” that were created to structure the highly heterogenous group of potential users of the Europeana Fashion portal.

The results of this deliverable stand on the findings made in deliverable 4.1 and 4.2, desk top research and interviews conducted with members of the different user groups. Methodologically it proved to be most fruitful to combine the online marketing and web persona/online scenarios approach by Adlin/Pruitt (2009) with visitor research by John H. Falk (2009).

The finished personas/scenarios will be used by IA in constructing the Europeana Fashion portal and improved, enhanced and fine-tuned through the next twelve months to be presented again in deliverable 4.7 “User Scenarios v2” in PM 26.

The 30 personas /scenarios represent a condensation of user needs and wants. Based on these representations of target users during next months IA will design the Europeana Fashion portal based on the determined needs, requirements and expectations laid out in the user scenarios. Throughout the next year IA and SPK will work closely together in using focus groups to optimize the portals functions for the different user groups. The results will be publishes in deliverable 4.6 “User Requirements v2” in PM 20 and in deliverable 4.7 “User Scenarios v2” in PM 26.

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## 5 APPENDIX

### 5.1 LITERATURE

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Adlin, Tamara and John Pruitt. *The Essential Persona Lifecycle*. Burlington, MA: Morgan Kaufman, 2010.

Butler, Christopher. *How to Develop Web Personas*. Newfangled, January 2011, accessed on April 20th at [http://www.newfangled.com/how\\_to\\_develop\\_web\\_personas](http://www.newfangled.com/how_to_develop_web_personas)

Connaway, Lynn Silipigni and Erin M. Hood. User-centered decision making: a new model for developing academic library services and systems. In: *IFLA Journal*, March 2013 (vol. 39, no. 1), 20-29.

Cooper, Alan. *The Inmates are Running the Asylum: Why High-Tech Products Drive us Crazy and How to Restore the Sanity*. Indianapolis, IA: Sams Publishing, 2004.

Falk, John H. *Identity and the Museum Visitor Experience*. Walnut Creek, CA: Left Coast Press, 2009.

Falk, John H. *The Museum Visitor Experience: Who visits, why and to what affect?* 2010, accessed on April 20 2013 at <http://www.learningtimes.net/bpcp/wp-content/uploads/2010/11/Falk-The-Museum-Visitor-Experience.pdf>

Fantoni, Silvia Filippini, Rob Stein and Gray Bowman. *Exploring the Relationship between Visitor Motivation and Engagement in Online Museum Audiences*. Indianapolis Museum of Art, USA accessed on April 20 2013 at [http://www.museumsandtheweb.com/mw2012/papers/exploring\\_the\\_relationship\\_between\\_visitor\\_mot](http://www.museumsandtheweb.com/mw2012/papers/exploring_the_relationship_between_visitor_mot)

Fresh networks 2009: Web personas for the V&A

Schweibenz, Werner. Zielgruppenorientiertes Interaktionsdesign mit Personas. In: *Information* 55 (2004), 151-56.

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## 5.2 ABSTRACTS INTERVIEWS „CREATIVE INDUSTRY“

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### User group: Creative industry

SPK - Interview with young Berlin fashion label Stoffbruch (Street wear)

Participants: Moritz Biel (Management), Isabell Ehrlicher

Place: Corintstr. 44, 10245 Berlin

E-mail: m.biel@stoffbruch.com

Date: 22/02/2013

### Notes

#### Expectations regarding the portal (“would-be-good-to-have...”)

- General Interest: Research, Information Pool and Exchange (important collected information for the sale)
- Pooling of information with lists of
  - o Textile vendors
  - o Sales Agents
  - o Contact persons of trade fairs (Textiles Fairs)
  - o Overview about fashion blogs, print and press
    - Street wear
    - High Fashion
  - o Online Fashion TV
  - o Economic promotion programs
- Labels are daily confronted to get in contact with, helpful would be a list of
  - o Photographers
  - o Graphic designers
  - o Sales Agents
- Common practice of research/keyword searches by Moritz
  - o First typing in: Issues, e.g. „Cool Summer“
  - o Secondly: Material
  - o Thirdly: Colour
  - o All in combination would be perfect
- Social Media Stream of Europeana Fashion Portal
  - o Subscription possibility very interesting
  - o Pushed Information would be good to feel remembered in daily work
- Event Calendar not interesting
- List of Textiles Fairs more interesting than Fashion Events; e.g. Munich Fabric
- Presentation of own collections not interesting on Europeana Fashion Portal

## Handling with Common Licences

- Uncertainties with use of image sources, e.g. Flickr for Stoffbruch's Social Media Presence
- This means, transferred to the Europeana Fashion Portal, in general: well explained IPR guidelines are very important for the users

## User group: Creative industry

SPK - Interview with young Berlin fashion label in Osnabrück (Fashion for daily life, women)

Participants: Uwe Reninger, Isabell Ehrlicher

Place: Osnabrück

E-mail:

Date: 28/02/2013

### Notes

#### Interviewed person...

...is not a digital native. Uwe is 49 years old; he hasn't experiences at all with selling his own designed fashion in the internet and works more in a classical way, which means he sells his own designed fashion only in shops. He is very successful in that more 'traditional' way; he owns already several shops in Germany. Uwe is a classical **non-user** of the Europeana Fashion Portal.

He gets inspiration for future designs mainly in daily life when watching people in the streets or in different situations to find out which functions to-design-fashion should have e.g. in his eyes a skirt must dress a woman and should be in the same time practical for work, cycling, should have pockets etc.

He is very much interested in themes and epochs. **Story telling** on the main page would be a great approach to get him into the content of the Europeana Fashion portal and to motivate him discovering it. He's very fascinated by pictures provoking the beauty and femininity of women in the 1920s. **Emotion pictures** would be a great approach to get him in contact with further fashion object information.

#### Expectations regarding the portal ("would-be-good-to-have...")

- General Interest: Inspiration
- Common practice of research/keyword searches by Uwe
  - o First typing in: Epochs
  - o Secondly: Colors
  - o Thirdly: Style
- Remembering function for pleasing results to be able to print out as an overview

#### Very much interested in...

- Sketches
- Psychology of colours
- Epochs/Topics like **"Fashion in the 1920s"**, **"Feminine fashion"**, **"Femininity"**
- Emotion Pictures on fashion

## User group: Creative industry

SPK - Interview with young Berlin fashion label Franzius (High Fashion)

Participants: Stephanie Franzius, Isabell Ehrlicher

Place: Lilli-Henoch Str. 17, 10405 Berlin

E-mail: franzius@franzius.eu

Date: 22/08/2012

### Notes

#### Expectations regarding the portal (“would-be-good-to-have...”)

- Stephanie Franzius would agree **to present her own fashion collections** on the portal, if they are shown in a **password protected area** to be used only by groups of researchers and students
  - o Reason: fear of espionage by fashion moguls like H&M; also well known fashion designers take out their former collections from the web because of espionage
  - o Images of shown fashion objects should be in a reduced size not to be able to make commercial use out of it
- Helpful would be for her label and others to have an overview about
  - o Different materials
  - o Processing technology
  - o Crafts
- **Overview of relevant websites and blogs**
  - Reason: helpful for young labels because there is no central portal which gathers relevant websites and blogs
  - Example 1: Fashion Council Netherland/The Netherlands Institute for Design and Fashion <http://www.premsele.org/en/>
  - Example 2: Dutch Touch (DFF) <http://www.dutchtouch.com> etc.)
  - Example 3: Fashion hunter
  - Example 4: Face hunter <http://facehunter.blogspot.de/>
- **Fashion Event Calendar**, international and national
- Information about Eco-Fashion
  - o Overview of portals/websites dedicated to Eco-Fashion
  - o Studies about Eco-Fashion
  - o Literature about Eco-Fashion
    - Example: Greenpeace magazine
- **Collection of Press releases** about (upcoming) fashion shows; international and national
- Reports Development of **fashion design in other countries**
- Reports and analysis about development of **today's fashion designs**
  - o Example 1: British fashion designer with Turkish-Cypriot roots Hussein Chalayan
  - o Example 2: High-Tech and Fashion (LED, bionics, solar cells)
- Stephanie Franzius agreed to have a look on the first prototype of Europeana Fashion Portal

## **User group: Leisure**

SPK - Interview with a young in the early twenties

Participants: Julia Friebe, Isabell Ehrlicher

Place: Osnabrück

E-mail:

Date: 28/02/2013

### Notes

#### **Interviewed person...**

...is very much interested in handicrafts and young fashion labels. Fashion is a way to express herself. She's a digital native using social media every day e.g. Facebook. She's very much interested in fashion photographers and visits exhibitions with the topic "fashion photographers" e.g. Helmut Newton exhibition in Berlin.

She browses the internet for fashion to get inspiration for sewing, new clothes. She loves expressive colours.

#### **Expectations regarding the portal ("would-be-good-to-have...")**

- General Interest: Inspiration
- Common practice of research/keyword searches by Julia
  - o Search results of all kind of objects in selected colours
  - o Citation: "I would like to get results of all kinds of things, e.g. everything that is green" (accessories, dresses, shoes etc.)
- Remembering function for pleasing results to be able to print out as an overview

#### **Very much interested in...**

- Psychology of colours
- Emotion Pictures on fashion
- Fashion blogs

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## 5.3 SOURCES

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### Research

[http://openclipart.org/people/maoriveros\\_girl\\_typing.svg](http://openclipart.org/people/maoriveros_girl_typing.svg)  
<http://openclipart.org/detail/171541/girl-by-diamonjohn-171541>  
[http://openclipart.org/people/Gerald\\_G/Gerald\\_G\\_Man\\_Face\\_1\\_-\\_World\\_Label.svg](http://openclipart.org/people/Gerald_G/Gerald_G_Man_Face_1_-_World_Label.svg)  
[http://openclipart.org/people/TikiGik/tikigiki\\_people-man-008.svg](http://openclipart.org/people/TikiGik/tikigiki_people-man-008.svg)  
[http://openclipart.org/people/shokunin/fashion\\_girls\\_in\\_a\\_dress.svg](http://openclipart.org/people/shokunin/fashion_girls_in_a_dress.svg)  
[http://openclipart.org/people/maoriveros/girl\\_pointing.svg](http://openclipart.org/people/maoriveros/girl_pointing.svg)

### Education

[http://openclipart.org/detail/6131/face-1-colour-by-sas\(1\)](http://openclipart.org/detail/6131/face-1-colour-by-sas(1))  
<http://openclipart.org/detail/168989/girl-pointing-by-maoriveros>  
[http://openclipart.org/people/TikiGiki\\_tikigiki\\_people-man-009.svg](http://openclipart.org/people/TikiGiki_tikigiki_people-man-009.svg)  
<http://openclipart.org/detail/70651/woman-agent-by-jpneok>  
<http://openclipart.org/detail/130159/cara-ale-by-alepando>

### Cultural Heritage and Leisure

<http://openclipart.org/detail/2500/womannn-by-machovka>  
<http://openclipart.org/detail/22269/rosa-by-orru-22269>  
<http://openclipart.org/detail/63211/covered-woman-head-by-qubodup>  
<http://openclipart.org/detail/1169/young-man-by-fen>  
[http://openclipart.org/people/rones/Serious\\_woman.svg](http://openclipart.org/people/rones/Serious_woman.svg)  
[http://openclipart.org/detail/730/man-face-cartoon-by-gerald\\_g-730](http://openclipart.org/detail/730/man-face-cartoon-by-gerald_g-730)  
[http://openclipart.org/people/FEN/FEN\\_Bad\\_hair\\_day.svg](http://openclipart.org/people/FEN/FEN_Bad_hair_day.svg)  
[http://openclipart.org/detail/5537/womans-bob-haircut-2-by-johnny\\_automatic](http://openclipart.org/detail/5537/womans-bob-haircut-2-by-johnny_automatic)  
[http://openclipart.org/detail/26585/andrew-carnegie-2-by-johnny\\_automatic](http://openclipart.org/detail/26585/andrew-carnegie-2-by-johnny_automatic)  
[http://openclipart.org/people/wilfredor/wilfredor\\_Jenni.svg](http://openclipart.org/people/wilfredor/wilfredor_Jenni.svg)

### Creative Industry

<http://openclipart.org/detail/68041/donna-in-carriera-by-emilie.rollandin>  
[http://openclipart.org/people/hypermodern/hypermodern\\_avatar\\_final.svg](http://openclipart.org/people/hypermodern/hypermodern_avatar_final.svg)  
[http://openclipart.org/people/SteveLambert/SteveLambert\\_Steve\\_Lambert\\_Gate\\_Hands.svg](http://openclipart.org/people/SteveLambert/SteveLambert_Steve_Lambert_Gate_Hands.svg)  
[http://openclipart.org/people/doug26/doug26\\_blue\\_hair-man.svg](http://openclipart.org/people/doug26/doug26_blue_hair-man.svg)  
<http://openclipart.org/detail/16777/pierre-louyse-by-stefanvonhalenbach-16777>  
<http://openclipart.org/detail/3462/-by—3462>  
<http://openclipart.org/detail/172646/native-american-woman--head-only-by-jpneok-172646>  
<http://openclipart.org/detail/137473/andrea-horwath-by-gingercoons>  
[http://openclipart.org/people/Gerald\\_G/Gerald\\_G\\_Man\\_Face\\_4\\_-\\_World\\_Label.svg](http://openclipart.org/people/Gerald_G/Gerald_G_Man_Face_4_-_World_Label.svg)  
[http://openclipart.org/detail/527/man-face-cartoon-by-gerald\\_g-527](http://openclipart.org/detail/527/man-face-cartoon-by-gerald_g-527)