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# DigitalNZ Value Research Results and Analysis 2015

### www.digitalnz.org

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# Introduction

During 2015 we ran a series of research activities to identify the values that our different audiences hold for DigitalNZ services. We want to use the results to better articulate how DigitalNZ is used and valued, to get some evidence about how our services benefit our customers, and, importantly, to find out how we need to improve.

The following provides the detailed results from our research efforts. We are using these results to inform our communications, planning, and developments. We’ll also be digging more into some of the areas that have been highlighted to gain more insight into the benefits of our work.

# Methodology

For the purposes of this research we broadly segmented our audiences into:

* **DigitalNZ Content Partners** – the organisations who contribute their collection and content metadata into the DigitalNZ service.
* **API Users** – the developers and programmers that use the metadata via DigitalNZ’s Application Programming Interface (API).
* **Website Users and Searchers** – the people who access the DigitalNZ information and search service at [www.digitalnz.org](http://www.digitalnz.org)

### Content Partners and API Users:

An online survey of [API Users](https://digitalnz.wufoo.com/forms/z108rhi50yo4991/) & [Content Partners](https://digitalnz.wufoo.com/forms/z1k20zq0j7uhtk/) was followed by selective in-depth interviews:

* We used Likert scales for respondents to rate their agreement on a range of statements of value about DigitalNZ.
* We asked a range of open questions in the survey to draw out more detail.
* We conducted six in-depth interviews with Content Partners to gather tangible examples to illustrate the identified values.

### Searchers and Website users

During August we ran an iperceptions.com 4Q pop up survey on the [www.digitalnz.org](http://www.digitalnz.org) website. 4Q surveys use a structured approach, with a range of standard questions that are used to test customer satisfaction. The survey only popped up for desktop users, and asked them to complete the survey at the end of their search session. The 4Q service used cookies to ensure that visitors are only asked to complete the service once.

### High level summary of results:

#### DigitalNZ Partners

**Most value:** being part of a DigitalNZ community, making connections & seeing context across collections, that it is low effort to be a partner, and benefiting from DigitalNZ innovations.

**Would like:** Access to metrics, improved site design & functionality, DigitalNZ to work on authorities and linked open data, more outreach to partners, advocacy on issues like open licensing, DigitalNZ continue innovating.

Above all, DigitalNZ Partners value that DigitalNZ increases the exposure of your items to others and being part of the DigitalNZ Content Partner Community.

We also found examples of partners that would not otherwise have collections freely online if it weren’t for DigitalNZ.

#### DigitalNZ API Users

**Most value:** Diversity of data, simplicity of data and openness of data.

**Would like:**Linked open data/authorities, more examples & guidance.

Above all, DigitalNZ API Users value that the DigitalNZ API is available for anyone to use and that they are able to access interesting data using the DigitalNZ API.

DigitalNZ Website Users & Searchers
**Most value:** The diversity of sources, saving research time, free access for all, ease of use.

**Would like:** More content, an updated site design, improved search, better results display and more instructional guidance.

79% of respondents scored their experience 6/10 or above.

70% of the web survey respondents said they were able to complete the purpose of their visit. The remaining 30% noted that either the content they wanted wasn’t available or they had some difficulty with searching.

# Content Partners: Results and Analysis

There were 47 online survey responses from a wide range of organisations. We also conducted by 6 in-depth interviews with a variety of respondents to dig into some areas more and get specific examples.

#### Content partners response breakdown:

|  |  |
| --- | --- |
| **Organisation Type** | **Count** |
| Archive | 3 |
| Collection Management Vendor | 1 |
| Digital Publication | 2 |
| Gallery | 2 |
| Government/State Sector | 5 |
| Public Library | 11 |
| Museum | 9 |
| Online Collection | 9 |
| Polytechnic  | 1 |
| University Library | 4 |
| **Total number of responses** | **47** |

#### Likert Scale Calculation

We calculated the mean score for responses against each value statement. This allowed us to order the statements by level of agreement.

|  |  |
| --- | --- |
| **Level of agreement** | **Score** |
| Strongly Agree | 5 / 5 |
| Agree | 4 / 5 |
| Neither agree nor disagree | 3 / 5 |
| Disagree | 2 / 5 |
| Strongly Disagree | 1 / 5 |
| Not Applicable or no response | 0 / 5 |

### Content Partner Survey Results and Analysis:

The following table details the Content Partners’ top 12 value statements based on the analysis of the Likert scale levels of agreement. We’ve provided relevant comments from the open questions in the online survey and from the in-depth interviews we conducted. Interviewees are identified with their statements.

| **#** | **Statement** | **# resp.** | **Mean score** | **Response variation** | **Relevant comments** |
| --- | --- | --- | --- | --- | --- |
|  | We value that DigitalNZ increases the exposure of our items to others.  | 47/47 | 4.6/5 | Strongly Agree 79%Agree 13%Neither agree nor disagree 6%Disagree 2%Strongly Disagree 0%Not Applicable 0% |  “Once we got into DigitalNZ our stats at least doubled. We saw substantial growth in the use of our collection because DigitalNZ took it beyond the boundaries of our Website and local community.”*Warrick Taylor – Palmerston North City Library*“The exposure that DigitalNZ continues to give our collection. DigitalNZ has played a critical role in raising our profile and securing our audience.” |
|  | We value being part of the DigitalNZ Content Partner Community | 47/47 | 4.4/5 | Strongly Agree 51%Agree 40%Neither agree nor disagree 9%Disagree 0%Strongly Disagree 0%Not Applicable 0% | The one thing I most value about DNZ is : * “…being part of, and contributing to a community. Having our content sitting with other great content!”
* “…it is a vehicle for national collaboration that benefits all partners and the public.”
* “Being connected to a community of online content providers and being partners in curating our content”
 |
|  | We value that our community and/or customers can discover more about their heritage because our items are in DigitalNZ.  | 45/47 | 4.4/5 | Strongly Agree 56%Agree 33%Neither agree nor disagree 7%Disagree 4%Strongly Disagree 0%Not Applicable 4% | “We now have people from London email us about using images. Before they would not have even known the image existed!” *Alison Breese – Dunedin City Archives*“[Customers value] being able to access material from a multitude of sources quickly and curate their own personal sets.” |
|  | We value that it takes little effort to be an ongoing DigitalNZ content partner.  | 45/47 | 4.3/5 | Strongly Agree 43%Agree 49%Neither agree nor disagree 9%Disagree 0%Strongly Disagree 0%Not Applicable 0% | “Now DigitalNZ has improved your harvesting technology it takes us little effort to be a partner. We love this.  It is easy to be part of DigitalNZ so it is inherently more valuable being there”. *Tim Jones, Christchurch Art Gallery*The one thing I most value about DigitalNZ is:* “It doesn’t take any effort”.
 |
|  | We value that now that our items are in DigitalNZ we can see our collection in context with other NZ collections. | 45/47 | 4.3/5 | Strongly Agree 44%Agree 44%Neither agree nor disagree 11%Disagree 0%Strongly Disagree 0%Not Applicable 0% | “there are the network effects. That is that people aren’t just limited to searching our collection, they are being exposed to the whole of NZ’s online heritage.  The digital repatriation that comes with that, seeing our collections in context with national collections like National Library’s”…  “The sum of the whole is greater than the sum of its parts. And that’s very valuable.” *Warrick Taylor, Palmerston North City Library*The one thing I most value about DNZ is: * “Its ability to bring some sense of discoverability and order to what could otherwise just be a large number of individual, disjointed repositories.”
 |
|  | We value that we can benefit from the innovations developed by DigitalNZ. | 47/47 | 4.3/5 | Strongly Agree 47%Agree 40%Neither agree nor disagree 11%Disagree 2%Strongly Disagree 0%Not Applicable 0% | “[We benefit from] the broader ecosystem of work you do around aggregating datasets and linked open data… I always go to DigitalNZ presentations to keep up with the things you’re working on. We definitely benefit from the trials and tribulations of DigitalNZ”*Paul Rowe, Vernon Systems* |
|  | We value that our metadata can now be used by others through the DigitalNZ API | 46/47 | 4.3/5 | Strongly Agree 43%Agree 43%Neither agree nor disagree 13%Disagree 0%Strongly Disagree 0%Not Applicable 2% | The one thing I most value about DNZ is: * “Potential for building new things through the API - as a sector we need to exploit this!”
* “The API gets our contribution of content to the DNZ interface but also is the powerhouse of our own website. In a short amount of time it has become essential to the discovery of our items.”
 |
|  | We value that we can get support & advice from the DigitalNZ Team | 45/47 | 4.2/5 | Strongly Agree 42%Agree 44%Neither agree nor disagree 13%Disagree 0%Strongly Disagree 0%Not Applicable 2% | “It was briefly mentioned but I would like to reinforce that one of the best things about DigitalNZ is the passion of the team and the willingness to innovate and develop new and exciting ways for the public to share in New Zealand's heritage.”The one thing I most value about DigitalNZ is:* “the advice and support - have met with at least two DigitalNZ content reps over the years and it was very helpful”.
 |
|  | We value that DigitalNZ increases exposure of our items through other websites such as collections.tepapa.govt.nz or www.ceismic.org.nz | 46/47 | 4.2/5 | Strongly Agree 46%Agree 39%Neither agree nor disagree 13%Disagree 2%Strongly Disagree 0%Not Applicable 2% | The thing I most value about DigitalNZ is:* “[that it is] assisting us to bring our collections to our community and the world.”
 |
|  | We value that we can trust the DigitalNZ team to do innovative things with our metadata. | 47/47 | 4.2/5 | Strongly Agree 43%Agree 38%Neither agree nor disagree 17%Disagree 2%Strongly Disagree 0%Not Applicable 0% | “We trust you not to do anything crazy with our data!” *Tim Jones Christchurch Art Gallery*“We definitely trust DNZ as a brand and initiative. [For the commercial use metadata pilot] we trusted that DigitalNZ would do this with integrity and we strongly valued and supported that.” *Warrick Taylor, Palmerston North City Library* |
|  | We value the improved reputation we get from being a DigitalNZ Content Partner. | 46/47 | 4.1 | Strongly Agree 37%Agree 46%Neither agree nor disagree 17%Disagree 0%Strongly Disagree 0%Not Applicable 0% | “Vernon does get an improved reputation [from supporting clients to contribute to DigitalNZ]. It shows that we are not closed minded and are aware of the bigger trends and wider ecosystem for enabling engagement with digital collections. That is very important to our reputation”.*Paul Rowe, Vernon Systems*“I think that if we weren’t a DigitalNZ content partner it would be weird. We think our reputation is enhanced by being part of the wider DigitalNZ community and it would be bizarre if we weren’t part of your community”.*Tim Jones, Christchurch Art Gallery* |
|  | We value that we can now contribute to another initiative that uses the DigitalNZ API (for example NZ Research or CEISMIC). | 42/47 | 4.1 | Strongly Agree 40%Agree 33%Neither agree nor disagree 26%Disagree 0%Strongly Disagree 0%Not Applicable 10% | “[I also value that DigitalNZ provides the support] to make sure the right metadata is picked up and made available via DigitalNZ and when appropriate NZResearch”. |

### Making a significant difference:

There is evidence that DigitalNZ services help some organisations achieve things they could not otherwise have done.

* **Because of DigitalNZ our collection can now be found:**
“We put a substantial investment into digitising our collections and making them available to our community but if they can’t be found easily then that investment is not fully realised.  DigitalNZ helped us realise this.” *Warrick Taylor, Palmerston North City Libraries.*
* **Because of DigitalNZ our collection is now online:**
“Until we made the  leap to online, we had no ability to easily share our collection.  Now we are part of DigitalNZ we look like one of the big guys with an online collection! ….I especially value that being part of DigitalNZ did not have additional cost. It only took my time.  Otherwise my collection would still not be easy to find”.  *Alison Breese, Dunedin City Archives*
* **Because of DigitalNZ our academic research is now publicly available:**“We don’t have our own research repository.  We needed a way to share our students’ theses and the DigitalNZ Shared Repository offers a simple and straight forward way for us to do this….
Without it this research would not be available online”….“Our research outputs are now publicly available, and this raises the profile of our institution”.*Jadwiga Kozyniak, Eastern Institute of Technology*

Content partners also commented about how DigitalNZ is positioned to benefit the wider GLAM sector:

**Engendering international Reputation:**

* “DigitalNZ has a well-deserved exceptional reputation within the international cultural sector. DigitalNZ-led innovations have helped push forward best-practice around the world and the organisation and its achievements provide great exposure for the whole of New Zealand's GLAM community”.

**Fostering sector-wide improvement**

* “I value that that DigitalNZ is able to drive sector wide improvement, leading by example, and encouraging and educating others to do better”.

**Acting as the innovation hub for the NZ GLAM sector**

* “So, DNZ provides much more than the access to tens of millions of items via the search service, which I suspect is the most often-quoted output. It also acts as a champion and an innovation centre for the benefit of a whole sector that would struggle to be effective with fragmented effort.” *David Reeves, Auckland Museum (quoted from an email with David’s permission)*
* “I’d like to see DNZ in the midst of innovation. You have a unique ability because of all of the connections and partnerships you have with such a wide range of organisations.”
*David Sanderson.*

### Areas for improvement:

Content partners were asked if there is anything DigitalNZ should improve on or start doing, and provided a wide range of valuable responses.

|  |  |
| --- | --- |
| **Keep innovating:** | * “…the leaps and bounds DNZ took early on seem to be less obvious now. Not stagnant, but not revolutionary any more. I think the freedom to innovate again would do DNZ well.”David Sanderson.
 |
| **Provide partners with more data about how their collections are being used:** | * “Some kind of dashboard would be really useful”
* “Maybe letting me know what (if any) actual use our content is getting on DigitalNZ. I have to be honest, I have lost visibility of our place on Digital NZ since we joined it”.
 |
| **Do something about authorities** | * “Name Authority!”
* “Authority control. Proper iwi/hapu names list”.
* “Lack of name authority control is the single biggest problem: without it, and with a big broad search like 'Christchurch' or even 'Rita Angus', you get swamped, Google style (except that Google is a lot better than DNZ at putting the good stuff at the top!)” *Tim Jones, Christchurch Art Gallery*
 |
| **More Outreach and training** | * “It would be nice if you had more money to do more outreach…”
* “Offering opportunities to upskill on maximising the potential of Digital NZ”
* “…But more hardcopy brochures distributed outside Wellington would be great. My staff make sets as training exercise. It creates some good curated resources. We love Digital NZ.”
* “Short internships for professionals working in the sector, or other ways to share the expertise \*puts hand up\* :o)”
* “Keep up the good work and do engage your content partners a bit more.”
 |
| **Update and improve** [**www.digitalnz.org**](http://www.digitalnz.org) **site and search** | * “Better search facility to allow more accurate subject searching on the portal”
* “More search options, it’s fairly crude at the moment…”
* “The graphic design and colour scheme/branding of the website needs a major overhaul. ;)”
 |
| **Advocate for Open GLAMs** | * “Advocate even more strongly for the need to support digital projects by heritage organisations. BUT or rather in particular don't forget the regions as that is where the most at risk and possibly the most valuable heritage items lie undiscovered! Help institutions get past fortress mentalities around open access to digital collections ....set them free DigitalNZ!!”
* “What about Roadshows around the country with GLAM professionals (kinda like what Creative Commons have done this year) to get more engagement with the sector and user communities about how to use/reuse the content. Or webinars maybe if funds are tight? “
 |
| **Bouquets** | * “I think you guys are doing a great job.”
* “Very happy so far”
* “Congratulations on all you have achieved in 8 years.”
* DigitalNZ is “a positive role model and success story with in the New Zealand non-profit sector”.
 |

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# API Users’ Survey Results and Analysis

There were 11 responses in total for the API Users Survey. These results provide some insight into the values that API users hold in the data service. However, we are also interviewing API to inform the design of the Concepts API and will use the results of this work to inform our planning and developments. We will share results of this work once this is completed. The following table shows the ranked list of values based on the survey results.

| **Rank** | **Statement** | **# resp.** | **Mean score** | **Response variation** |
| --- | --- | --- | --- | --- |
|  | I value that the DigitalNZ API is available for anyone to use. | 11 | 4.8 | Strongly Agree 82%Agree 18%Neither agree nor disagree 0%Disagree 0%Strongly Disagree 0%Not Applicable 0% |
|  | I value that I can use the DigitalNZ API to augment my website/service. | 8 | 4.8 | Strongly Agree 75%Agree 25%Neither agree nor disagree 0%Disagree 0%Strongly Disagree 0%Not Applicable 25% |
|  | I value that DigitalNZ harvests diverse metadata from many sources and standardises it in a common format. | 11 | 4.6 | Strongly Agree 82%Agree 9%Neither agree nor disagree 0%Disagree 9%Strongly Disagree 0%Not Applicable 0% |
|  | I value being able to access interesting data using the DigitalNZ API. | 10 | 4.6 | Strongly Agree 70%Agree 20%Neither agree nor disagree 10%Disagree 0%Strongly Disagree 0%Not Applicable 10% |
|  | I value being able to access our own data through the DigitalNZ API. | 8 | 4.3 | Strongly Agree 50%Agree 38%Neither agree nor disagree 0%Disagree 13%Strongly Disagree 0%Not Applicable 38% |
|  | I value the simplicity of the DigitalNZ API. | 11 | 4.0 | Strongly Agree 36%Agree 27%Neither agree nor disagree 36%Disagree 0%Strongly Disagree 0%Not Applicable 0% |
|  | I value DigitalNZ's technical support. | 10 | 3.5 | Strongly Agree 20%Agree 40%Neither agree nor disagree 30%Disagree 0%Strongly Disagree 0%Not Applicable 20% |
|  | I value the DigitalNZ API because my website/service runs off it. | 6 | 3.2 | Strongly Agree 0%Agree 33%Neither agree nor disagree 50%Disagree 17%Strongly Disagree 0%Not Applicable 67% |

### API Users’ Responses to Open Questions

The following tables detail the broad themes, illustrated with selected comments, that emerged from the analysis of responses the open questions.

#### Can you briefly tell us how you have used the DigitalNZ API?

|  |  |
| --- | --- |
| **Theme** | Selected comments |
| **Augmenting collections** | * To augment data for [our] Museum
 |
| **Related search** | * We use the search widget on our search pages to enable users to find items beyond our collections
* Using the search widget on [our site],
* Display related results from DigitalNZ records on the [our] website.
* A search widget on Collections Online
* Augment search results at [our site]. Great demo tool for API code.
 |
| **Accessing specific data** | * So far I have used the API only to gain access to the text of Papers Past newspaper articles.
* As well as having the immense pleasure of helping create it, I got to build a bunch of wonderful National Library websites that made nz content accessible to kiwis.
* surfacing content from photonews.org.nz through DigitalNZ API
 |

#### What is the one thing that you value the most about DigitalNZ and the API?

|  |  |
| --- | --- |
| **Theme** | Selected comments |
| **Technical attributes of the API** | * Simplicity and ability to exclude sources
* technical stability
* The data returned by the API is very human-readable. It's made it very easy to find the bits that I'm after and draw them out.
 |
| **Range of data sources** | * A common interface to many diverse collections of NZ content
* NZ-wide repository for heritage/cultural content.
* The way it brings together so much content from many sources and provides open access to that data
* Being able to provide connections for our visitors to other relevant content
* diversity of content;
 |
| **API Best practice/Openness** | * Good example of best practice and cross-sector federation that I use to encourage others to build & publish APIs.
* Openness
 |

#### Is there anything else that you value about DigitalNZ and the API that hasn't already been mentioned?

|  |  |
| --- | --- |
| **Theme** | **Selected comments** |
| **Support from DigitalNZ** | * Chris' guidance on using the API with python - would love to see that more prominent (say, /developers/python, developers/ruby...).
 |
| **Open Source** | * that the API project itself is open source
 |
| **Connecting collections** | * The potential for other people to be able to build new ways of linking and exploring our collections
 |
| **Common protocol** | * I’m not so keen that the various data sources have been reduced to a common format, however I think it’s great that access is via a common protocol.
 |

#### Is there anything that you wish DigitalNZ would start doing or do differently?

|  |  |
| --- | --- |
| **Theme** | **Selected Comments** |
| **More examples/how to guides** | * "Possibly provide more examples / case studies of use of the API.”
* Always keen on more 'here's how to do x with y' help, like blog posts taking the reader through the steps in enough detail to reproduce something.
 |
| **Linked Data** | * I would like to see DigitalNZ surfacing their aggregation in the Linked Data Cloud.
* Expose authorities for People, Places, etc. This was on the roadmap a while ago but I've yet to see anything to work against.
* Be cool if people and places were linked in the API. Man that would be cool.
* Maybe this already exists, I know smart people have been working on it, but I'd love to see the api provide its own aggregated source of people and place records, linking together items from multiple collections.
 |
| **Metadata quality** | * better feedback on metadata quality
 |

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# **DigitalNZ Website Users & Searchers** **Survey Results and Analysis**

The following details the results of each section of the pop-up survey which ran over August 2015. The survey was set to pop up for any visitors to the desktop version of [www.digitalnz.org](http://www.digitalnz.org). It was designed to ask if they are willing to complete a survey once they finished their session. The service uses cookies to ensure that visitors are only asked to complete the service once.

Summary of responses:

There were 106 respondents in total.

#### How would you rate your overall experience on the website today?

79% scored their experience 6 or above.

|  |  |  |
| --- | --- | --- |
| **Score** | **No# of responses** | **%** |
| **10** | 2 | 2% |
| **9** | 24 | 23% |
| **8** | 29 | 27% |
| **7** | 19 | 18% |
| **6** | 10 | 9% |
| **5** | 12 | 11% |
| **4** | 2 | 2% |
| **3** | 1 | 1% |
| **2** | 3 | 3% |
| **1** | 1 | 1% |
| **0** | 3 | 3% |

#### Which of the following best describes the primary purpose of your visit?

Just over half our visitors were there for personal research.

|  |  |  |
| --- | --- | --- |
| **Reason for visiting** | **No# of responses** | **%** |
| Personal Research |

|  |
| --- |
| 51 |

 | 51% |
| Professional Research |

|  |
| --- |
| 22 |

 | 21% |
| School or University Research |

|  |
| --- |
| 10 |

 | 9% |
| Interest/Fun |

|  |
| --- |
| 16 |

 | 15% |
| Other, please specify |

|  |
| --- |
| 3 |

 | 4% |

#### Were you able to complete the purpose of your visit today?

70% (75/106) said yes

30% (31/106) said no

#### 3 a) If Yes: What do you value most about the DigitalNZ website?

The following table details the broad themes, illustrated with selected comments that emerged from the analysis of responses this open question.

|  |  |
| --- | --- |
| **Theme** | **Selected comments** |
| Ability to search across multiple collections & save time: | * “That it searches a range of respositories saving me time”.
* “Multiple digital resources available on one website. I visited the site today specifically for historic images.”
* “Fast access to resources held in institutions and collections across the country. No need to spend hours looking in different collections”.
 |
| Ease of access to content that might not otherwise have access to: | * “It enables someone like me to get more information on my past family members to aid my children to know about their history and involvement in the wars. Thank you so much. Being in Milton so far away from the building where everything is housed I am able to view these important documents”.
* “Its nostalgia factor. I grew up in NZ but haven't lived there for decades and like to be reminded sometimes of how it used to be”.
* “Access to information that I would not be able to get in person because I live overseas”.
* “Can get information on line without having to go into library or Archives facility”.
 |
| Ease of Use | * “Searchability; clarity of information; clear referencing; presentation of information is well organised”
* “Easy search function”
* “Speed of search”
* “Ease of use if occasionally slow to load individual pages”.
 |
| The API: | * “API”
* “The size of the data available and connections between data”
* “Data is available and easy to access”
 |
| Other good stuff: | * “[Digitalnz’s] Interface with Archway”
* “Saving sets”
* “Guidance on digitising”
* “First time use but appears to be an excellent resource which i look forward to using in the future.”
 |

#### 3 b) If No: Please tell us why you were not able to complete the purpose of your visit today.

The following table details the broad themes, illustrated with selected comments that emerged from the analysis of responses this open question.

|  |  |
| --- | --- |
| **Theme** | **Selected comments** |
| Information not available: | * “I am looking for photos of a specific area time and activity (bags of oats or chaff for the war effort from Canterbury (WWI) - several good photos from other areas the best one is of NZ soldiers harvesting in Torquay!”
* “Information I required not available”
* “Attempting to discover examples of Maori protest art. Found some but not as much as exists - insufficient in collections ? ... or metadata not adequate to retrieve this?”
* “I couldn't find the type of image I was looking for”
* “because you didn't have the infomation that i needed or anything related to it.”
 |
| Difficulty Searching | * “Wanted to search on the surname Christophers not Christopher - but I couldn't see how to do an exact search and stop the automatic stemming”
* “Unclear how to search the site”
* “sorry got abit lost computers skills not great”
* “I was trying to find an article I found the other day dated 4 Feb 1914 but I couldn't quickly locate it. The file was too broad and the search results didn't show the date ( just the name of the paper which was LONG)”
 |

#### Which of the following best describes how often you visit this website?

Just over a third of our visitors could be defined as regular customers, while another third are discovering the site for the first time.

|  |  |  |
| --- | --- | --- |
| **How often?** | **No# of responses** | **%** |
| **This is my first visit ever**  | 35 | 33% |
| **First visit in last 3 month** | 12 | 11% |
| **2 - 5 visits in the last 3 month** | 21 | 20% |
| **6 + visits in the last 3 months** | 38 | 36% |

#### What could we add to this website to make it better?

The following table details the broad themes, illustrated with selected comments that emerged from the analysis of responses this open question.

|  |  |
| --- | --- |
| **Theme** | **Selected comments** |
| **Design** | * “The whole look of the website can be updated. It’s kinda lagging behind in the way how modern websites/apps looks like”.
* “For me the images are the key reason to visit - make them bigger bolder rotate the collection through the front page more often.The Reichsmuseum in Holland (spelling sorry) has a great website for this. It's all about the paintings and that shows.Keep up the good work”.
 |
| **More Content** | * “more historic images”
* “Try to secure copies of old photos from Sports Papers from the 40s to the 60s. I believe Dunedin Christchurch & Auckland had such papers on a Saturday night but the photos never seem to find their way into the archives”
* “More records. Apart from that it is fairly good”.
* “More passenger lists and in the absence of census data as much data on directories as possible.”
 |
| **Better Search/Browse Functionality** | * “More accurate filtering especially for date range and even specific dates. More content and more contextual data or metadata”
* “More filters to help narrow searches”
* “Exclusions - the ability to filter results by excluding certain terms collections etc. in addition to the inclusions that already exist in the filters section. BTW it would I believe be more consistent with user expectations to have this function labelled 'Advanced Search' rather than open/close filters.”
 |
| **Better results display** | * “It's sometimes very clunky - takes a long time to scroll through a search and it isn't easy to compare between images without losing your place”
* “I search mainly for images so limit my searching to that. Scrolling through the gallery is cumbersome - i.e. images can take a while to load can lose the sequence in searches with a large number of results”.
 |
| **Better and more metadata:** | * “Image credits only have title and supplier... would like to see credit to maker of item as well”.
* “more collections more keywords hashtags”
* “Better-named images. For example I searched Palmerston North for images (since I wasn't sure how else to get to any) and there was no guidance as to what an image was or when it was taken. This information might not be known but an educated guess would help. Having every image labelled Museum of New Zealand... wasn't helpful. That is not the first thing I want to know about an image.”
 |
| **Make it easier for beginners** | * A 'Begin Here' link for new people. Can be overwhelming if you are just looking at the site for the first time.
* “Im sure your site is fine but need to upgrade my knowledge same think you cannot help with haha. but I will continue to go into this site”.
* “It can be confusing the first time you use it - but given the complexity of material I'm not sure how it could be simplified!”
 |
| **Extend the service** | * “Upload your own stuff which you may already have started a collection”.
* “How to site this page at the end?”
* “ability to ask questions and receive more information”.
 |
| **No improvements required** | * “Nothing it is the most easy website to use”.
* “more of the same!”
* “I think it works extremely well. It is also quick to generate results”
* “it's fine the way it is”
* “Can't think of anything. You seem to have it all”
 |