ViMM Virtual Multi-Modal Museum

H2020 – COOP8 - CSA - Project Contract Number 727107

Deliverable number	D4.2
Title	Annual Monitoring and Evaluation Report on Platform Use

Due date	30.09.2017
Actual date of delivery to EC	

Included (indicate as appropriate)	Executive Summary	☐	Abstract	☐	Table of Contents	☐

Beneficiary Responsible:

Office Absdorf: 7 Reasons GmbH Hauptplatz 11 3462 Absdorf /Austria +43 (0) 2278 282 04	*Guenther Weinlinger* *gw@7reasons.net*
Office Vienna: Beuerlegasse 4-6 A-1200 Vienna /Austria +43 (0) 1 924 68 45	*Michael Klein* *mk@7reasons.net*

Context:

Partner responsible for deliverable	7 Reasons Medien GmbH
Deliverable author(s)	Michael Klein
Deliverable version number	V0.1

Dissemination Level	
Public	☑
Restricted to other programme participants (including the Commission Services)	☐
Restricted to a group specified by the consortium (including the Commission Services)	☐
Confidential, only for members of the consortium (including the Commission Services)	

History:

Change log			
Version	**Date**	**Author**	**Reason for change**
0.1	08.09. 2017	Michael Klein	First draft
0.1	08.09.2017	Konstantin Höbart	First draft
0.1	09.09.2017	Rob Davies	Reviewed & commented
0.2	23.09.2017	Michael Klein	corrected draft, following comments by internal reviewers
0.3	29.09.2017	Pierre.Grussenmeyer	Reviewed & commented

Release approval			
Version	**Date**	**Name & organisation**	**Role**

Statement of originality:
This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.

Table of Contents

1 EXECUTIVE SUMMARY

The VIMM platform is designed to support the VM stakeholder community and creative industries to create, exchange and discuss new technologies, user experiences and expertise in the fields of virtual museums and provide new approaches to mediate cultural heritage topics. The platform is planned to be an efficient tool for the CH and VM community, building new networks and advising the process of the creation and the operating of Virtual Museums. Informative content on state of the art technology and their implementation to VM will be provided by ongoing monitoring of best practice examples and novel approaches. Keeping this information on a high level, up-to-date reports will ensure the attractiveness of VIMM to the community. This will stimulate innovative partnerships and allow the platform community to support and use new ICT technologies.

This deliverable gives an inside view to the approaches of the planning and execution of the creation of the platform and describes the decisions made to realize the given tasks as well as the involvement of the project partners, the Advisory Board and the expert group.

In a conclusion on the work executed, future implementations and suggestions have been made to support and secure a long-Term Life Cycle and sustainability for the forthcoming years of operation of the platform.

3 INTRODUCTION

One of the main purposes of the platform is to establish a high impact and an innovative communication level, disseminating reviews, know-how and best practice case studies between the project members, specialists, experts and the public. The task of WP4 is to set-up this platform, carry out systematic investigations into the audiences to optimize the usability and interface, keeping the site dynamic and flexible. These tasks involve the active feedback and comments of all Partners and the evidence of user responses. All work described in this agenda aims to give a more detailed view on the planning and setup of the VIMM platform.

2.1 ROLE OF THIS REPORT IN THE PROJECT

This document presents the conducted tasks for the planning, production and testing of the VIMM platform and gives an inside view to the decisions made to accomplish the given tasks, including all current site data like a summary of all registrations, visits, posts and comments.

2.2 STRUCTURE AND APPROACH OF THE DOCUMENT

The objectives of this workpackage are described and explained by the tasks given in the technical annex followed by an explanation of the planning process of the platform's design and functionality, related and linked to the main thematic areas and categories.

The body of the document explains and reports about the execution of the production process and which tools, methods and strategies where made to realize the final application for the platform.

The results of this work are presented in the form of screenshots of the actual site in reference to the explanations given in the previous chapters and are linked to the appropriate area in the ViMM platform on the internet.

The involvement of the beneficiaries describes the contributions of all partners and consortium members in relation to the given tasks.

Thereafter the deviation from the Division of Work and their impact are briefly described followed by the documents, conclusion and outlook to future tasks.

4 OBJECTIVES OF WORK PACKAGE 4 AND THE DELIVERABLE 4.1

The main objective of deliverable 4.1 is to establish a high impact and innovative communication channel for dissemination, communication and interaction among the ViMM Digital heritage stakeholder community and interaction with other sectors and the wide public. The tasks within this work -package include:

Task 4.1. A comprehensive dissemination and exploitation plan will be created by 7 REASONS with the support of CUT and the other work-package members by the end of Month 1. This will be monitored and updated regularly throughout the project, including a record of activities completed.

Task 4.2 7 REASONS will carry out a systematic investigation into the audiences for the ViMM communication platform and determine in conjunction with the other work - package members the most appropriate design of interfaces, content and infrastructure and how these functions can be combined to create an efficient communication platform for reaching individuals and institutions, reflecting a VM experience in its design as far as possible.

Task 4.3 A ViMM multimedia communications platform will be designed, set up and tested by 7 REASONS, supported by KIBLA) then modified as necessary drawing on the comments of the consortium members and evidence of user responses. When completed, the platform will incorporate facilities for a) stakeholder communication and interaction; b) a repository of examples of excellence by the end of Month 5; c) an adaptive, interactive stakeholder decision making tool by the end of Month 22 (first iteration), to be updated and improved throughout the rest of the project.

Task 4.4 All partners will activate and energise communication initiatives throughout the duration of ViMM. The Project manager will ensure the optimal use of existing social media and communication channels such as the Linked-In Group on Museums and the Web and where necessary set up new groups for VM throughout the duration of the Action. Task 4.5 Initial content will be prepared for the web by the partners in each TA, based on the outcomes of the opening of the opening event according to the specifications and templates provided by the platform provider. By the end of Month 6.

Task 4.6 TA Leaders will continue to be responsible for regular updating of content, including VIMM excellences instances, case studies and news items throughout the duration of the Action.

Task 4.7. 7 REASONS will agree with the consortium partners a format and data to be captured to enable monitoring and evaluation reporting of platform use. By the end of Month 8.

.

5 WORK CARRIED OUT

A detailed operational requirements plan has been developed by the relevant partners (UPF, CUT, all partners), including

- Design and operational requirements of the platform and its various modules
  - o Morphology and formatting of the posts (title, author, links, photos, videos, extension, validation)
  - o Classification system of the posts (following the scientific classification and typology of posts)
  - o Data required and registration process for the members (typology of visitors, organization, links to professional pages, etc)
  - o Access and publication rights of visitors, members, administrators
  - o Promotion of Innovative content
  - o ViMM Case studies
  - o An easy and flexible quality control process of the content generated by the users,
  - o The synchronous and asynchronous communication tools and chats for the users and ViMM members and researchers.
  - o The fore coming "decision making process module"
  - o An operation process
  - o A promotion plan for the partners.

The design and operation plan has been updated and is in continuous development of the content and the needs and adaptation in line with the needs and information of the users, after its release and operation.

The tools and instruments which were established in deliverable 4.1 yielded granular data on how visitors use the www.vi-mm.eu site. Every visit is recorded and additional information on the user's background is collected, for example the country of origin and the redirecting page from which the user was linked to our site are recorded. By analysing and evaluating this data one can draw a very clear picture of the site's current target audience and plan further steps to increase the reach of the platform.

By evaluating these available statistics, monitored user behaviour and feedback from partners as well as current users, we are continuously redesigning the platform. In the course of our improvements we facilitated users joining the platform, posting new content as well as navigating the site. New ways of user communication were explored and are now being tested and analysed. Additionally, one-on-one training sessions with participating partners were held to improve their familiarity with the site and gather highly relevant feedback. An on-line evaluation from partners, including a questionnaire and face to face meetings, with ViMM users and researchers has been organized after the first release on April 2017, in order to improve the platform functionalities and debugging.
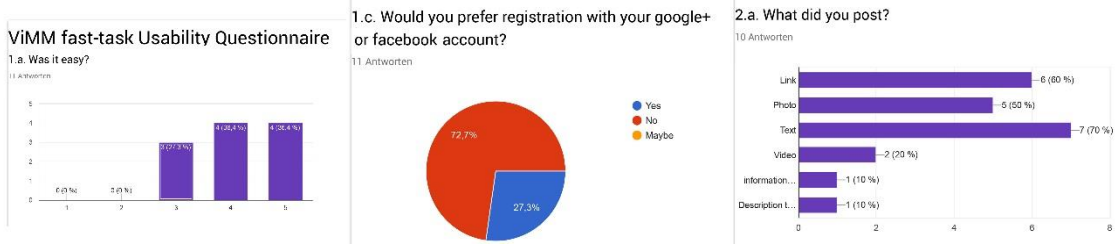
Figure 1 Excerpt of Results from the Questionaire

Of course, not every change to platform led to an immediate improved user experience, for example the navigation bar had to be reworked several times to accommodate additional sections and to represent an efficient way of structuring the content of the site. The current state also does not represent a final solution Effort to further enhance the site's usability in response to new feedback will be continued. For safety reasons, the complete site receives a every day backup and can therefore be restored to the prefered state.

6 RESULTS, RISKS AND ISSUES ARISING

6.1 Site Statistics

As of now the platform has 463 registered members. In the last 6 months the site had 373097 visits / page hits from 60611 unique visitors. Most of the spikes in the graph below are caused by search engine bots which query the whole site and therefore account for a big portion of the
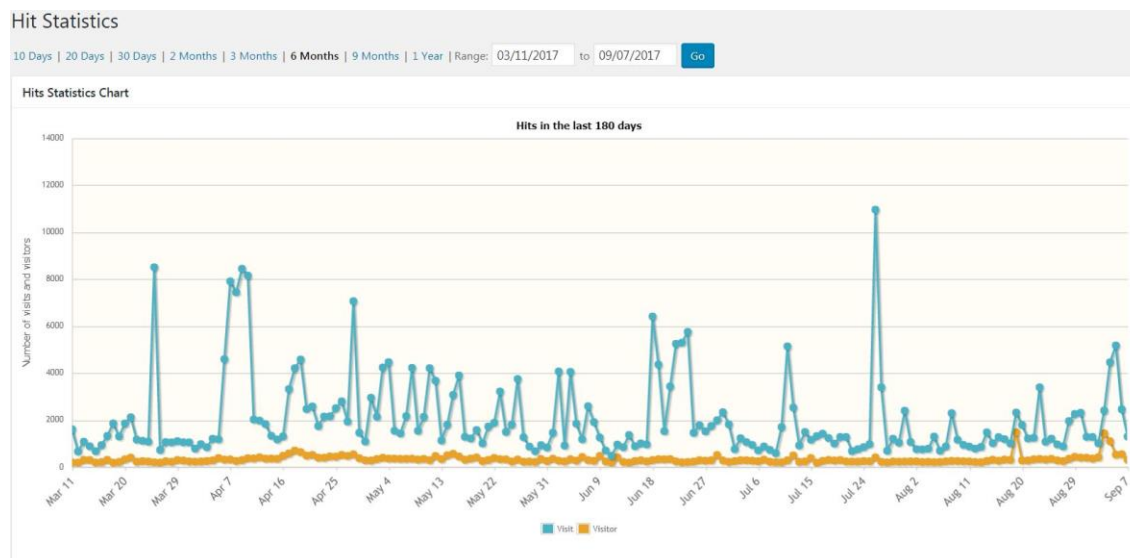
total page hits.

The most requested sites are listed here:

Page	Visits	URL
Register	6,922	/register/
New Post	593	/edit/
Activity	412	/activity/feed/
An action for Virtual Museums	394	/vimm/
Virtual Archaeology at the 3rd Vienna Ball of Sciences	301	/2017/03/03/virtual-archaeology-at-the-3rd-vienna-ball-of-sciences/
Working Group 1.1 - What is a Virtual Museum?	261	/2017/03/21/working-group-1-1-what-is-a-virtual-museum/
VIMM Video Tutorial	260	/2016/11/06/vimm-video-tutorial/
Octane Realtime Rendering comes to immersive VR	252	/2016/11/05/octane-realtime-rendering-comes-to-immersive-vr/
Decision-Making Scheme	241	/decision-making-scheme/
Ullastret, 250 B.C. A virtual reconstruction of an Iron Age Town	200	/2017/03/13/ullastret-250-b-c-a-virtual-reconstruction-of-an-iron-age-town/

Top referring sites in the last 6 months:

Site	Referrals
Google.com	11907
Google.com.hk	2755
Linkedin.com	257
Facebook.com	243
Google.de	123

The following statistics are provided by google analytics which we have implemented in the first week of June, so the data just represents the past 3 months and only the users who allow the monitoring by google.

Visitors per country

1.	Germany	505		20,98 %
2.	Greece	208		8,64 %
3.	Slovenia	174		7,23 %
4.	Austria	144		5,98 %
5.	United Kingdom	124		5,15 %
6.	Spain	123		5,11 %
7.	Cyprus	122		5,07 %
8.	Italy	116		4,82 %
9.	United States	116		4,82 %
10.	Belgium	73		3,03 %

Visitor sources:
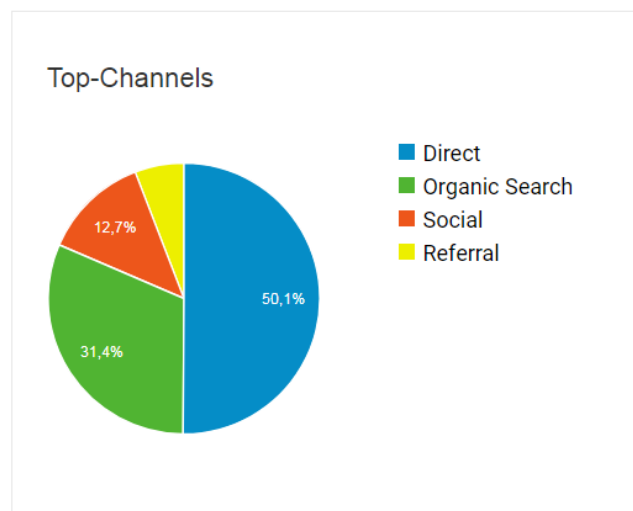
Percentages of visits from Social Networks

1.	LinkedIn	185	60,66 %
2.	Facebook	89	29,18 %
3.	Twitter	29	9,51 %

1.	desktop	**2.106** (87,49 %)
2.	mobile	**260** (10,80 %)
3.	tablet	**41** (1,70 %)

Percentage of the different devices used to visit the site:

6.2 Social Network Statisitics

Facebook Likes of https://www.facebook.com/virtualmultimodalmuseum: **676** and followers: **706**

Twitter Profile (https://twitter.com/ViMMuseum): 243 Followers

LinkedIn Group (https://www.linkedin.com/groups/8578688): 237 Members

6.3 Changes to the Site

Site Navigation:
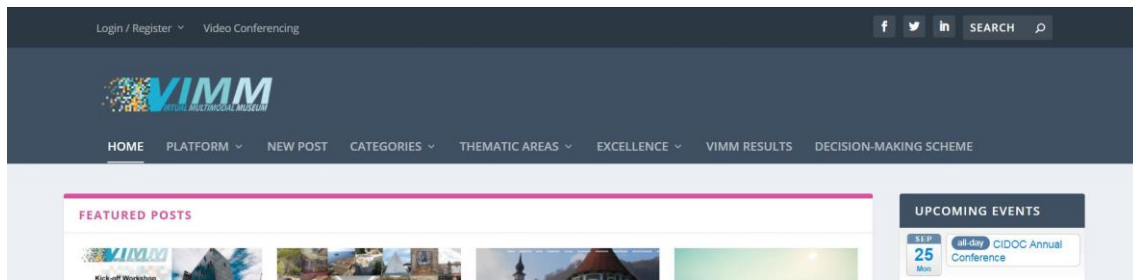
The main navigation of the site has been simplified, login and register are now grouped up in a secondary navigation bar on the top along with the link to our chat room. The links different social sites also have been added to the right side of this secondary bar.

The changes to the main menu:

- A separate home button to allow easy navigation back to the homepage

- Renamed "About Us" to Platform and adjusted the content

- Case Studies under the item "Excellence"

- Integration of best practise examples (Case Studies)

New Post:

Minor changes were made to the "New Post" page, the categories of a post are now selectable in a more user-friendly checkbox style:

Additionally, some help text has been added to the fields, for example the input box "short description" was not filled out by most submissions since its purpose was not clear to the poster. But search engines use this information to display the posts in their results., therefore it is an essential component of a post.

Registration:

CREATE AN ACCOUNT

Registering for this site is easy. Just fill in the fields below, and we'll get a new account set up for you in no time.

Connect with:

Powered by OneAll Social Login

ACCOUNT DETAILS

Username (required)

Email Address (required)

Choose a Password (required)

Confirm Password (required)

PROFILE DETAILS

Name (required)

This field can be seen by: **Everyone** CHANGE

Expertise (required)

○ Independent Expert

○ Public Authority / Policy Maker

○ Museum / Cultural Organization

○ University / Research Institute

○ Private Sector Company

This field can be seen by: **Everyone**

Description (required)

VISUAL TEXT

B I U 66 ABE ≡ ≡ ≡ ≡ ≡

↺ ↻ 🔗 ✂ ⛶

p

This field can be seen by: **Everyone** CHANGE

Please describe your fields of activity or the organization you represent. (Department, link to organization, contact details, research field, ...)

Bio (required)

VISUAL TEXT

B I U 66 ABE ≡ ≡ ≡ ≡ ≡

↺ ↻ 🔗 ✂ ⛶

COMPLETE SIGN UP

The registration has been adjusted a few times to set required fields for new users.

7 INVOLVEMENT OF BENEFICIARIES

The planning and testing carried out in the first part of the creation of the platform was conducted through a modelling approach by setting up a test site, where all partners could follow up with the changes made to their suggestions and ideas and proved to be an efficient and flexible tool to visualize the progress in the first set-up. Throughout this process the site was monitored and tested by all partners and advisors to optimize the usability and show the strong and weak points of the platform.

The involvement of the partners in the creation process of the platform involved the first draft plan of functions and layout as described above and started immediately at the beginning of the project. Parallel to the functional tasks a draft design of the overall appearance of the site including the creation of the VIMM logo and a short Video was produced and discussed in several meetings.

The content was created progressively by all partners in order to reach a critical mass for the sites attractiveness to visitors and also tested in terms of layout and automatic formatting within the posing process.

These actions lead to a first draft of the platform where all partners had the chance to view and test their ideas about usability and the presentation of the content.
Here the partners concentrated on their expertise and role within the project as stated in the Technical Annex of the project proposal.

Partner roles in the Thematic Areas

Thematic Area (TA)	Lead Partner	Support Partner
TA 1 – Definitions	CUT	SPK
TA 2 – Directions	7Scenes	FORTH
TA 3 – Documentation	SPK	CUT
TA 4 – Dimensions	FORTH	UNIGE
TA 5 – Demand	UPF	7 REASONS
TA 6 – Discovery	UNIGE	7 Scenes
TA 7 – Decisions	7 REASONS	UPF

The overall look and function of the platform was adapted to the results of the ongoing discussions and transformed onwards a better usability and appearance during the first months, targeting the final version, ready to be launched by February 28th 2017.

The final platform review was held on February 24th where the last changes and refinement before the final launch of the site where discussed.

8 INVOLVEMENT OF ADVISORS AND EXPERTS

Apart from the core experts and European leaders in their fields who are the full partner consortium, ViMM has assembled a world-class Advisory Group of organisations committed to the Action such as: Google Cultural Institute, IBM-Europe, Europeana Foundation, ICCROM, NEMO, CIPA and INTERPOL among others.

The involvement of the Advisory Group and Technical Experts started already at the kick-off meeting where the first draft of the site could be presented, tested and discussed. In the following months after this event several changes and adaptions had been made according to the suggestions and remarks of these experts.

Advisory Group members

6   CIPA: Andreas Georgopoulos (President)
7   ICOMOS: Gustavo Araoz (President)
8   European Year of Cultural Heritage
9   Europeana: Jill Cousins (Director General)
10 Network of European Museum Organisations (NEMO): David Vuillaume (President)
11 German Museums Association: Anja Schaluschke (Director)
12 International Council of Museum (ICOM): Anne-Catherine Robert-Hauglustaine, (Director General)
13 International Centre for the Study of the Preservation and Restoration of Cultural   Property (ICCROM): Stefano De Caro (Director General)
14 European Museum Academy: Massimo Negri (Director)
15 European and Spanish Association on Virtual Archaeology: Alfredo Grande (President)
16 Google Cultural Institute: Mrs Giorgia Albertino (Director)
17 IBM Europe: Annika Grosse (Director of Cognitive Computing)
18 DARIAH European Research Infrastructure Consortium on e-Humanities
19 EUROPA NOSTRA: Sneska Quaedvlieg-Mihailovic (Director General)
20 CIVVIH: Sofia Avgerinou-Kolonia (President)
21 Interpol: Mr Fabrizio Pazone and Bortolotti Francoise (Intelligence Officers)

Technical Experts

- ECH-Platform Eleanor Fink (Former Director of the Getty Information Institute)
- Prof. Dieter Fellner (Director of the CH Competenze Center on 3D Digitisation at Fraunhofer Instiutute, Germany)
- Prof. Roko Zarnic, (Adviser on 3D Structural Analysis in VM applications, University of Ljubljana)
- Prof Vlatka Rajic, (Expert on Materials and Structural Analysis in 3D, Croatia)
- Blair Parkin (Expert Consultant in Cultural Parks and Installations and ICT).

9 DEVIATIONS FROM THE DOW AND THEIR IMPACT

The results of the work in this deliverable have no deviation from the DOW and are fully in line with the tasks and objectives mentioned in the technical annex of the project. The ongoing dissemination and exploitation results will have a great impact for the project, addressing policy makers (National, European and international), Museum and Virtual Museum practitioners, the creative industry, the tourism sector and the general public, encouraging them to contribute information, built groups and networks and utilize the platform as a source of information and know-how exchange.

10 CONCLUSIONS AND NEXT STEPS

We are expecting a great enrichment through various publications and discussions on this site especially from the participation of members from our 21 working groups, in the coming months and years and will have a deep focus on the demands of the user in order to assure the sites sustainability and attractiveness. Monitoring and evaluating the inputs of the contributing community will help to establish, together with the other 6 work-packages and the tasks of the project, a practical step-by-step process for the design of sustainable strategies for the planned "decision-making scheme" which will be published on the Platform.

Through the changes made, especially in the sectors of usability and site structure, the platform is now encouraging a greater users engagement which could be clearly seen in the quantity and quality of publicized posts as well as the overall site visits and feedbacks.

Dissemination activities on social media, ads and presentations had a measurable impact on the current number of users and posts and will be continued and optimized. A agreement among all partners to write a minimum of six posts per month will give additional boost to the site keeping it up -to date with news and best-case study's.

The site is getting more and more attention through promotion activities and growing user community strongly reflects the ambitious milestone of reaching 1000 registered users by Month 18 of the Project, to which the consortium remains committed.

Therefore, the next steps will be focusing on:

- further and ongoing testing,'debugging' and improvement

- permanent monitoring of users and contributed content

- strengthening the promotion of the site at international conferences, on social media and through networks of the partners

- assure a permanent in-flow of content and examples of excellence

- optimizing the site's interface, functionality and hospitality to the participation of Digital Cultural Heritage stakeholders.