WEBSITE
REDESIGN

Demarco Digital Archive

Project outline and scope

DEVELOPMENT TEAM

Devon is a producer and developer based in Edinburgh, UK. His work includes acting as technical lead in Sync, a sector wide innovation programme for the arts in Scotland, and Open Glasgow, a £24m programme updating Glasgow's urban infrastructure through technology and open data.

Isaac is a designer who is based in Oslo, Norway. He has worked as lead designer on large campaigns including a $10m political campaign for the BC NDP. He currently consults for a number of large organizations including Alberta Land Institute and the BC Goverment and Employees Union.

UPDATING THE ARCHIVE

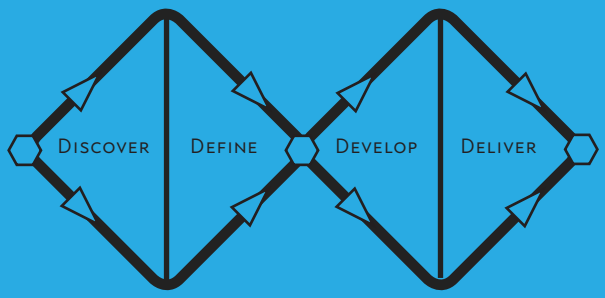
The full catalogue of images and data from the Demarco Archive was provided to developers and designers at Culture Hack Scotland, an annual event promoting arts sector innovation.

Stef Lewandowski used the archive data to prototype a new version of the archive and raised interest in the prospect of permanently updating the archive and Devon Walshe was approached to plan the refresh.

The motivation behind refreshing the website is to take advantage of the opportunities provided by modern web techniques to make the archive more accessible and usable.

This document is a blueprint for updating the Demarco Digital Archive (the archive). Its intent is to identify the goals of the archive in the eyes of its audience and maintainers and explore how they can be achieved taking a user centred approach.

THE DOUBLE DIAMOND METHODOLOGY



We are using a four stage process to design and implement the refresh of the website. At the heart of the process is a focus on the users of the digital archive; taking particular care to understand their needs to inform the design concepts throughout the redevelopment.

Discovery

Research and idea generation, trying to understand the context of the digital archive, who its users are and how they might want to interact with the archive to achieve their goals.

Definition

Narrowing down the material generated from the discovery stage into a set of concrete ideas to carry through design and implementation.

Develop

Building upon the concrete ideas to create a detailed blueprint for the archive.

Delivery

Implementing the design plan with review periods to determine whether the website meets the needs of its users.

Understanding the archive

INTERVIEW SESSION

An interview to discuss the history and context of the archive was conducted to better understand it and build requirements for the refresh. We've incorporated these notes into the design and have included some highlights from the interview here.

DEMARCO IN CONTEXT

From the initial scoping interview, a number of key background points arose contextualising the Demarco Archive within the art world and its role in developing connections between Scotland and the rest of the world.

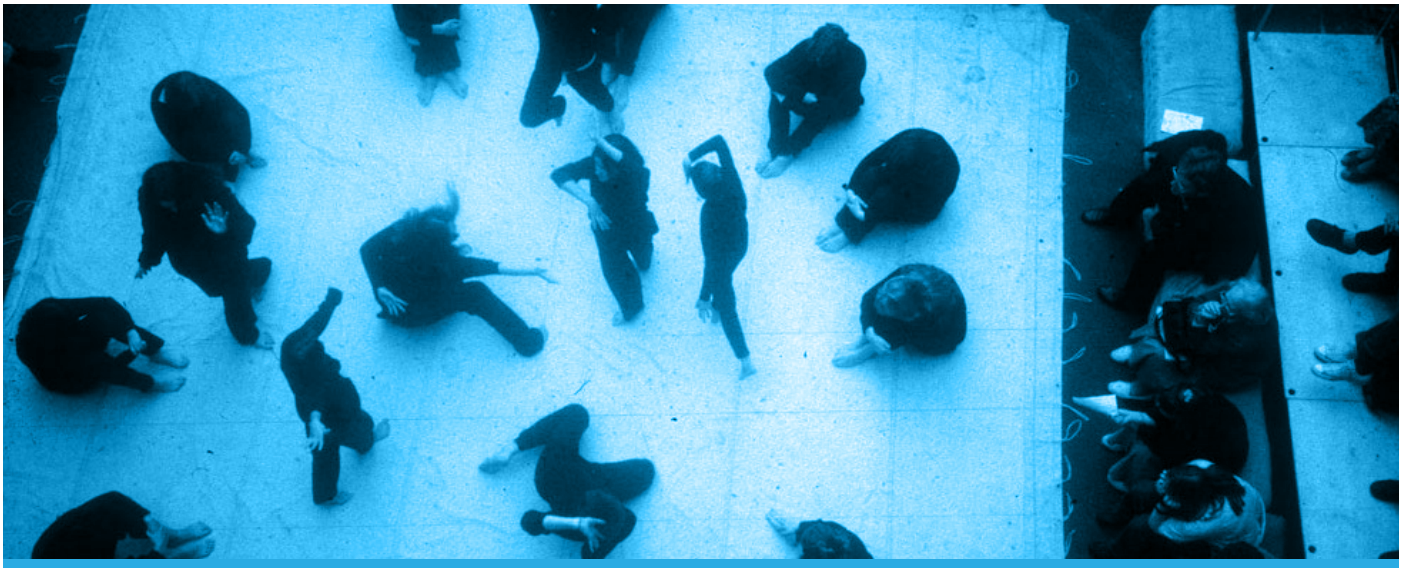
The archive has a unique position as an 'alternate art history' for Scotland.

Demarco's work was pioneering in bringing art from behind the iron curtain to a mainstream international audience in Edinburgh over many decades.

Challenging the status quo is an important part of the work depicted and inherent in the archive itself.

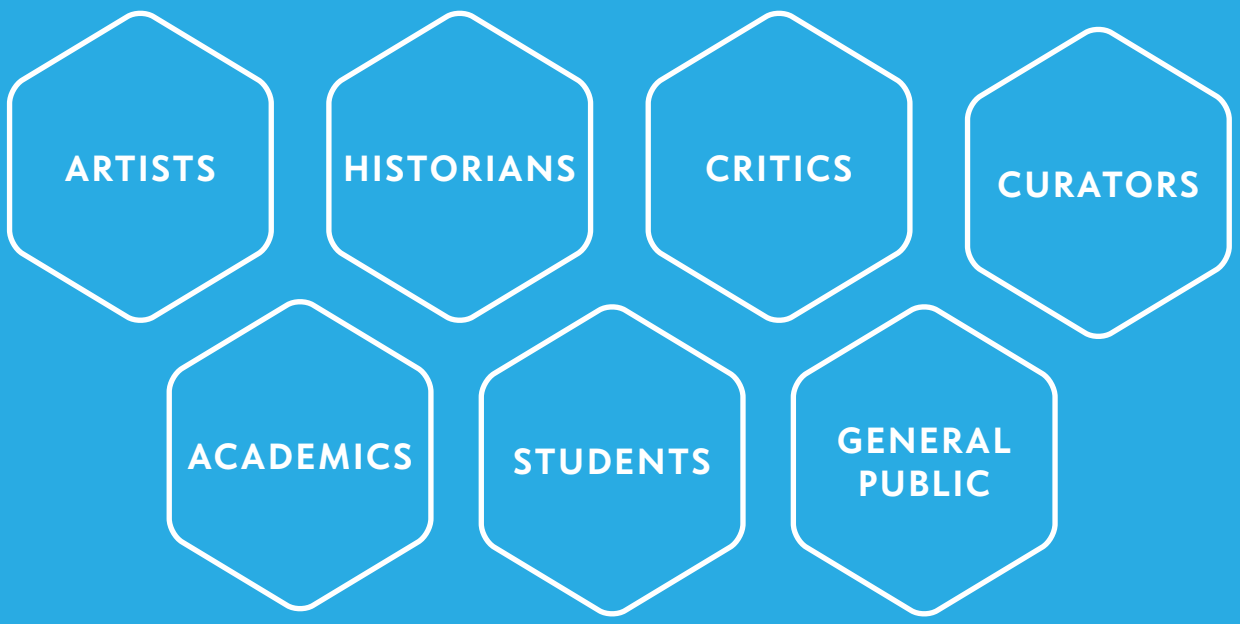
The archive brings together people from outside the art world, including comedians, politicians, and journalists alike.

There is an incredible volume of material in the archive, and this is a unique opportunity to digitize and present a period of history and activity to the world.



Putting people first

At the interview session, we defined 7 unique user types for the archive



Taking the user categories from the design interview forward, we developed the 7 user categories into personas; building up a profile on them by thinking about their background, purpose for using the site, technical proficiency and what their specific goals where when using the archive.

the curator

Richard Demontforte-Lacey (56) is a photographic gallery curator in London. He lives comfortably and has carved out a niche for himself in the art world.

RELATIONSHIP / PRODUCT USAGE

Looking for new work and an understanding of Demarco's legacy.

TECHNOLOGICAL PROFICIENCY & DEVICES

Richard is fairly comfortable with IT and the internet. He owns an Asus laptop to browse the internet. He can navigate basic software with relative ease. He uses his iPhone to make calls and take photos but does not regularly use it to browse the internet or use apps. He is not active on any social networks.

UX GOALS

Pleasing experience
Visually rich
Informative

MUST DO

See Images
Aesthetically pleased
Click through images
Contact admins

MUST NEVER DO

Look bad
Lack information

AGE	56	**MOBILE**	IPHONE	**IT & INTERNET**	●●○○
GENDER	MALE	**TABLET**	NONE	**SOFTWARE**	●●○○
OCCUPATION	CURATOR	**COMPUTER**	ASUS LAPTOP	**MOBILE & TABLET**	●○○○
SOCIAL CLASS	UPPER-MIDDLE			**SOCIAL NETWORKS**	●○○○
RESIDENCE	LONDON				

the administrator

Alasdair MacLeod (46) works at Dundee University on the Archive Project. He is a full time academic with an interest in Art History and communities

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RELATIONSHIP / PRODUCT USAGE

Part of the Demarco Archive project.

TECHNOLOGICAL PROFICIENCY & DEVICES

Alasdair is fairly comfortable with IT and the internet. He uses an office PC for work and owns a Dell laptop to browse the internet. He can navigate basic software with relative ease. He uses his Galaxy Ace to make calls and occasionally browse the internet. He is not active on any social networks.

UX GOALS

Easy
Fast
Powerful

MUST DO

Recognise engagement
Be in control
Aesthetically pleased
Feel secure
Make changes

MUST NEVER DO

Feel confused
Lose information
Fail to access

AGE	46
GENDER	MALE
OCCUPATION	ACADEMIC
SOCIAL CLASS	MIDDLE
RESIDENCE	DUNDEE

MOBILE	GALAXY ACE
TABLET	NONE
COMPUTER	OFFICE PC & DELL LAPTOP

IT & INTERNET	●●○○
SOFTWARE	●●○○
MOBILE & TABLET	●●○○
SOCIAL NETWORKS	●○○○

the academic

Sonja Badenholm (34) is an academic living in Berlin. She is a Post Doc in Sociology researching cold war art.

RELATIONSHIP / PRODUCT USAGE

Looking for examples of cross polination across east/west.

TECHNOLOGICAL PROFICIENCY & DEVICES

Sonja is proficient with IT and the internet. She makes regular use of her MacBook Pro in her work and regulary browses the internet and uses apps on her iPad. She can navigate complex software with relative ease. She uses her Galaxy S2 to make calls and browse the internet. Sonja is relatively active on social networks.

UX GOALS

Sensible navigation & search
Contextually rich
Further actions

MUST DO

Search
Find names

MUST NEVER DO

Perform slowly
Lack information

AGE	34	**MOBILE**	GALAXY S2	**IT & INTERNET**	●●●○
GENDER	FEMALE	**TABLET**	IPAD	**SOFTWARE**	●●●○
OCCUPATION	ACADEMIC	**COMPUTER**	MACBOOK PRO	**MOBILE & TABLET**	●●●○
SOCIAL CLASS	MIDDLE			**SOCIAL NETWORKS**	●●○○
RESIDENCE	BERLIN				

the art historian

Karl Letten (65) is a tenured professor at Boston University. He has written a number of books and is currently researching for a new book.

RELATIONSHIP / PRODUCT USAGE

Researching works by a specific artist for a new book.

TECHNOLOGICAL PROFICIENCY & DEVICES

Karl is fairly comfortable with IT and the internet. He uses a Dell laptop to access the internet and research new material. He can operate only very basic software. Although he has both an iPhone and iPad he only uses them at a very basic level. He is not active on any social networks.

UX GOALS

Contextually Rich
Find background information
References

MUST DO

Search
Find names
Find references

MUST NEVER DO

Get lost
Lack information

AGE	65	**MOBILE**	IPHONE	**IT & INTERNET**	●●○○
GENDER	MALE	**TABLET**	IPAD	**SOFTWARE**	●○○○
OCCUPATION	ART HISTORIAN	**COMPUTER**	DELL LAPTOP	**MOBILE & TABLET**	●○○○
SOCIAL CLASS	UPPER			**SOCIAL NETWORKS**	●○○○
RESIDENCE	BOSTON				

the student

Julia Bentworth (24) is an exchange student from New York doing a degree in Cultural Studies in Krakow. Her focus is on art as a catalyst for social change.

RELATIONSHIP / PRODUCT USAGE

Researching art as a catalyst for social change in Europe.

TECHNOLOGICAL PROFICIENCY & DEVICES

Julia is very comfortable with IT and the internet. She uses a Macbook to access the internet and research new material. She is fairly comfortable using software. She does not access the internet using a mobile device. She is highly active on social networks.

UX GOALS

Powerful
Informative
Contextually rich
References

MUST DO

Search
Find references

MUST NEVER DO

Feel confused
Lack information

AGE	24	**MOBILE**	NOKIA 5230	**IT & INTERNET**	●●●○
GENDER	FEMALE	**TABLET**	NONE	**SOFTWARE**	●●○○
OCCUPATION	STUDENT	**COMPUTER**	MACBOOK	**MOBILE & TABLET**	●●○○
SOCIAL CLASS	MIDDLE			**SOCIAL NETWORKS**	●●●○
RESIDENCE	KRAKOW				

the student

Dustin Muncton (35) is a musician from Middlesborough who has an interest in the art scene.

RELATIONSHIP / PRODUCT USAGE

Heard about the Demarco archive through a friend who works at a local gallery.

TECHNOLOGICAL PROFICIENCY & DEVICES

Dustin is moderately comfortable with IT and the internet. He uses a Dell PC to access the internet. He is not very proficient at using software. He occasionally uses his iPhone to access the internet. Dustin is somewhat active on social networks.

UX GOALS

Easy
Pleasing experience
Visually rich
Informative

MUST DO

See Images
Aesthetically pleased
Click through images
Search

MUST NEVER DO

Look bad
Feel confused

AGE	35	**MOBILE**	IPHONE	**IT & INTERNET**	●●○○
GENDER	MALE	**TABLET**	NONE	**SOFTWARE**	●○○○
OCCUPATION	MUSICIAN	**COMPUTER**	DELL PC	**MOBILE & TABLET**	●○○○
SOCIAL CLASS	MIDDLE			**SOCIAL NETWORKS**	●●○○
RESIDENCE	MIDDLESBOROUGH				

the artist

Joost de Weerdt (43) is a Dutch painter who lives in London. He spends most of his time working in his studio and is actively involved in the local art scene.

RELATIONSHIP / PRODUCT USAGE

Very interested in historical art trends and cross-cultural artistic influences.

TECHNOLOGICAL PROFICIENCY & DEVICES

Joost is moderately comfortable with IT and the internet. He uses an iMac to access the internet. He is not very proficient at using software. He often uses his iPad to look at photos online. He occasionally uses his smartphone to access the internet. Joost is somewhat active on social networks.

UX GOALS

Easy
Visually rich
Informative

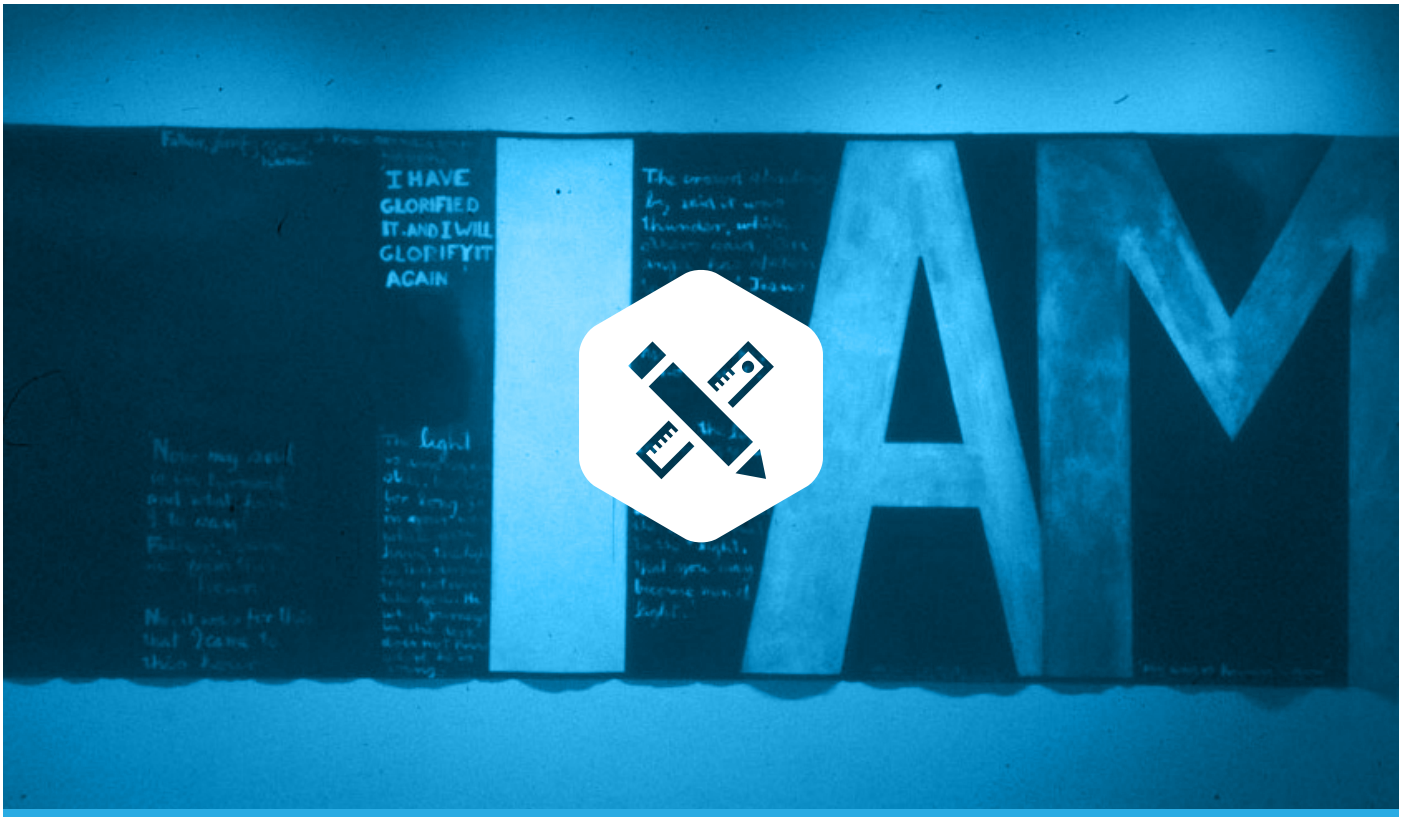
MUST DO

See Images
Find names
Aesthetically pleased
Click through images

MUST NEVER DO

Look bad
Feel confused
Lack information

AGE	43	**MOBILE**	NEXUS 4	**IT & INTERNET**	●●○○
GENDER	MALE	**TABLET**	IPAD	**SOFTWARE**	●○○○
OCCUPATION	PAINTER	**COMPUTER**	IMAC	**MOBILE & TABLET**	●●○○
SOCIAL CLASS	MIDDLE			**SOCIAL NETWORKS**	●●○○
RESIDENCE	LONDON				



Design principles

Drawing from the personas, we consolidated individual requirements into a set of design principles to lead the design of features and visual identity of the site. A majority of the user personas are coming to the archive from a research perspective, so it was important that the archive focussed on being able to use it as a tool for research, and that they were able to access the right information quickly.

As the archive is largely made up of images and users technical context is low, a simple, clean design helps emphasise the content in the images and removes distraction, or confusion.

The design should be kept simple to maximise the attention on the photographs, without taking away from the rich information available for each one from the archive.

Users will get more out of the archive by understanding the stories behind each photograph and how that links to the demarco story over time. Linking photographs by date, individuals pictured and other categories will help enrich the experience.

An important requirement for research is to be able pick up where you left off between sessions using the archive. The site should allow users to see their history and make personal collections to tell their own stories.

Users should be able to search through the archive across multiple criteria to easily identify what they are looking for, with faceted results to drill down.

Identity

A slightly tweaked version of the existing eye design with pixel blocks from the Demarco Digital Archive. The bordering box has been removed to make logo placement more flexible. The typeface has been updated to reflect the clean look of the new design.

Colour application in the updated design has been used sparingly to highlight the photographs, and draw attention to interface and usability items in the layout when necessary.

Primary White
RGB: (255, 255, 255) - CMYK: (0, 0, 0, 0) - HEX: #ffffff

Secondary Charcoal
RGB: (34, 34, 34) - CMYK: (0, 0, 0, 95) - HEX: #222222

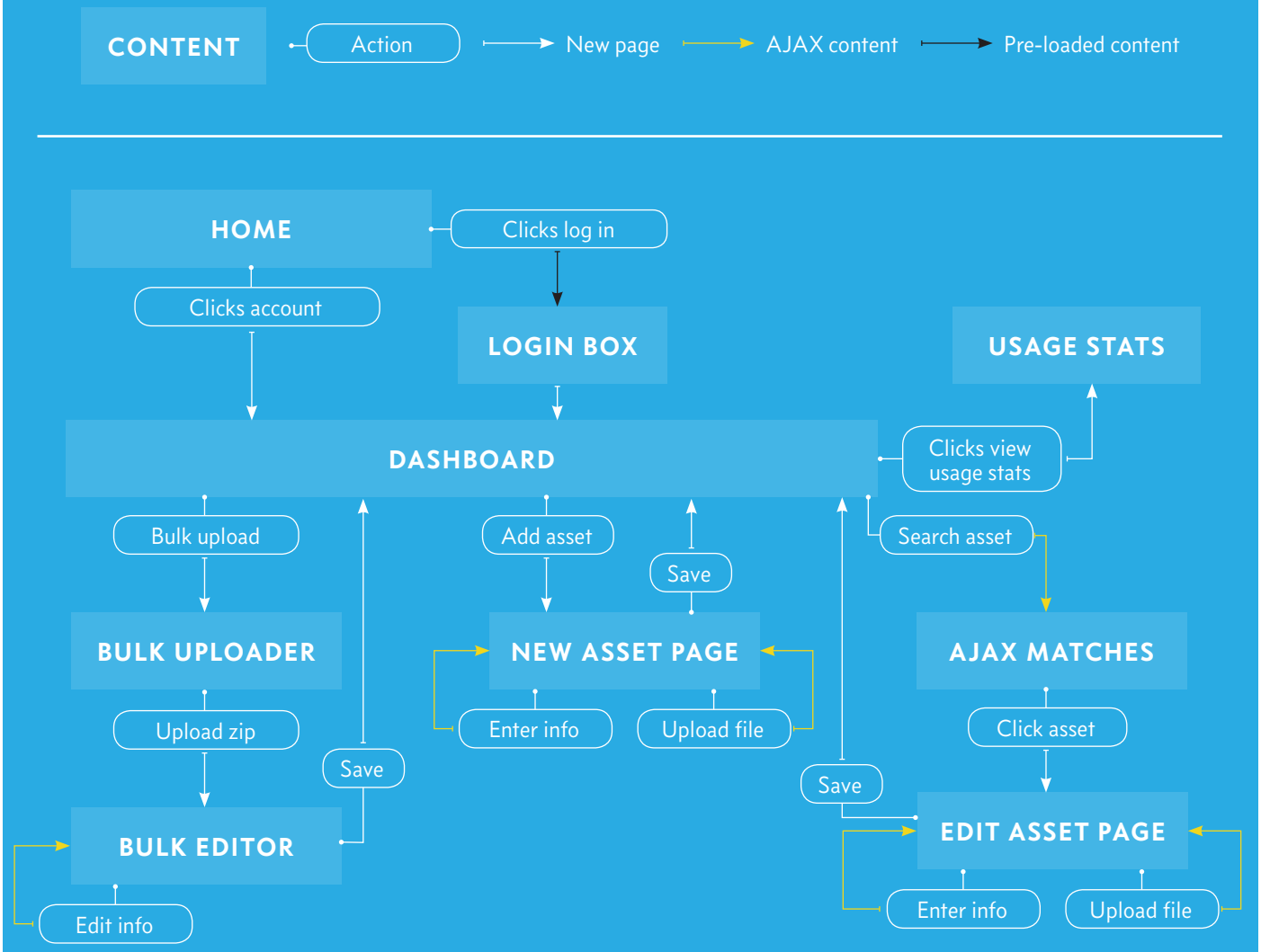
Accent Blue
RGB: (41, 171, 226) - CMYK: (70, 15, 0 0) - HEX: #29abe2

Site features

A list of site features was developed through taking user stories (individual actions that each user wants to accomplish) from the persona analysis and consolidated these into main site functions.

These features were then mapped out into user journey diagrams. The diagrams show how a user navigates the site to achieve their desired task and we have prepared three diagrams describing how the main features of the site operate to satisfy the user needs.

Administration user flow



AUTHENTICATION

An administrator logs in with a username and password, and accesses a dashboard, which allows them to find specific images to edit or view, upload individual assets, or bulk upload assets

ASSET MANAGEMENT

Images or other content can be uploaded individually or in bulk.

SINGLE UPLOAD

File is input through a form and uploaded

Image metadata fields are presented to fill in and save the image to the archive.

BULK UPLOAD

Zip file uploaded

Metadata fields for each image presented to fill in and update.

DEMARCO DIGITAL ARCHIVE

LOG OUT

John Smith's Dashboard | VIEW USAGE STATS

Welcome to the Demarco Digital Archive.

ADD NEW ASSET or SEARCH FOR AN ASSET

BULK UPLOADER →

ADVANCVED SEARCH

+ VIEW YOUR COLLECTION

DEMARCO DIGITAL ARCHIVE

LOG OUT

← Back to dashboard | + ADD NEW ASSET | EDIT ASSET | VIEW USAGE STATS

Lorem ipsum (1974)

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque convallis aliquam nisi, in fringilla nulla consequat at. Vivamus in arcu a eros ullamcorper congue malesuada sit amet purus. Sed nec libero mollis, adipiscing ipsum et, tincidunt lacus. Donec non tempor leo. Duis id nisi vel felis dignissim sodales.

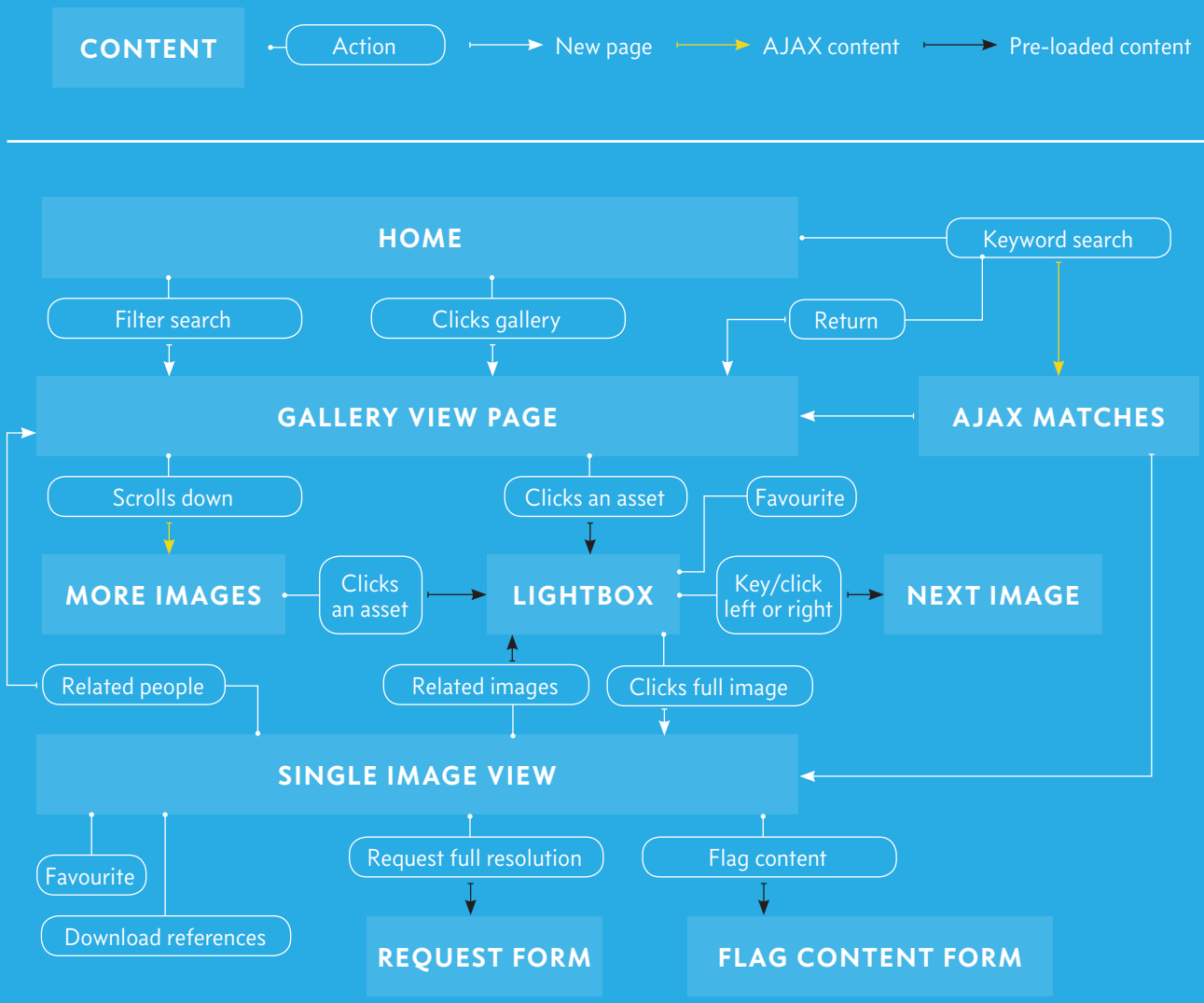
EXTENT AND MEDIUM
1 x Document Typescript

REFERENCE CODES
SNGMA 4

ORIGINAL REFERENCE
37/2/67/2

DIGITAL SURROGATE REFERENCE
09013.tif

Image view user flow



HOME PAGE

User enters the site from the base URL and is presented with a series of pre-defined galleries and editorial content. From the homepage users can navigate directly to galleries, search for keywords or perform a filter search to narrow down results based on criteria.

IMAGE SEARCH

Users type in keywords to a field at the top of the archive which can be text, dates or people. Results are shown in an autocomplete list and clicking on these can take the user straight to their selection.

GALLERY VIEW

Gallery table

A table of thumbnail images with the gallery name or search term. Any search or filtering which results in more than one image will be displayed as a gallery, which a user can navigate through as a slideshow.

Slideshow

Clicking on a gallery image darkens the background and brings up a box with the image, and some highlighted metadata, with navigation options to previous or next image.

Users can click on a link which takes you to the single image view with more information.

SINGLE IMAGE VIEW

Add to collection

User clicks a link to add to a new or existing collection that the user has defined

Takes them to sign in / sign up if they aren't signed in.

Favorite

Favorite the image to show up in the user dashboard.

Takes them to sign in / sign up if they aren't signed in.

View metadata

List of information on the images with links that take you to a filtered search for the information displayed

- People
- Date
- Location
- Caption

Flag image

Form that allows users to flag incomplete or incorrect information on the image which notifies administrators

Request full image

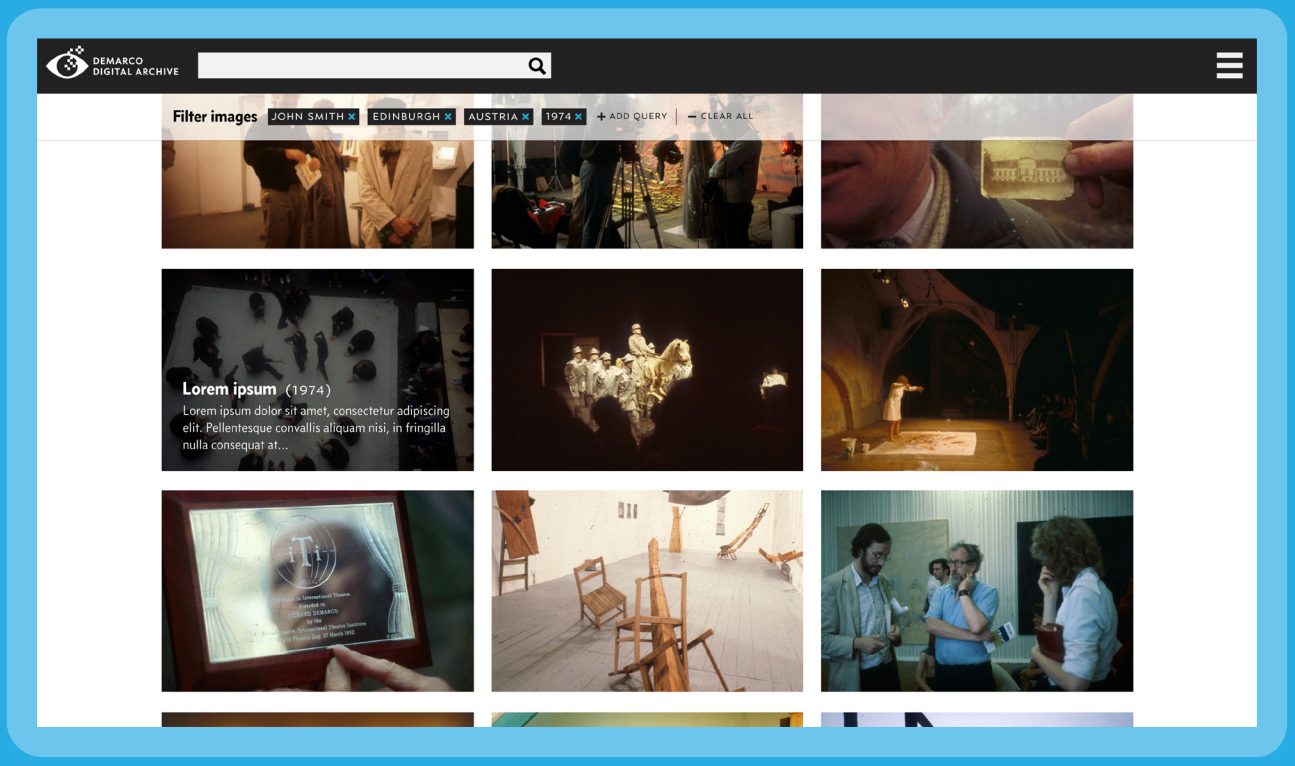
Link to a form to request a full resolution image.

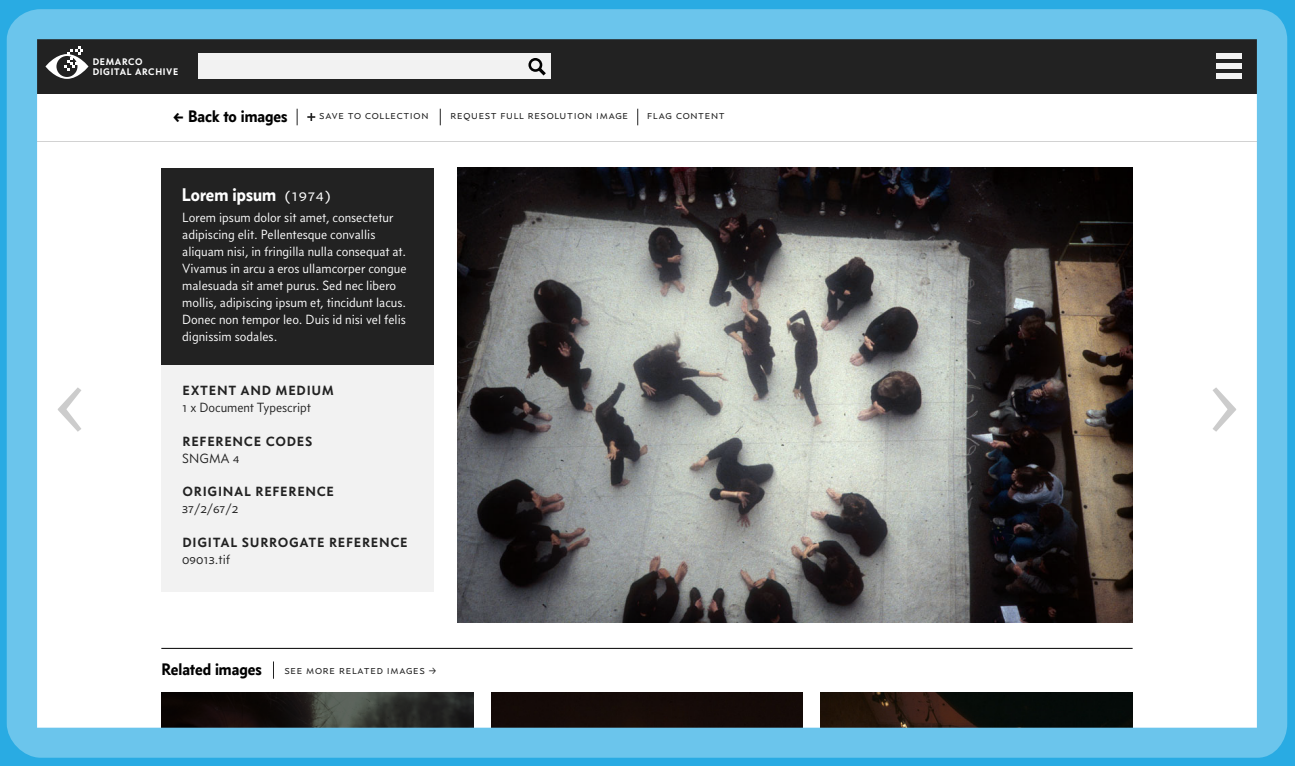
Related people / images

A small list of thumbnails of related images or people that best match the metadata

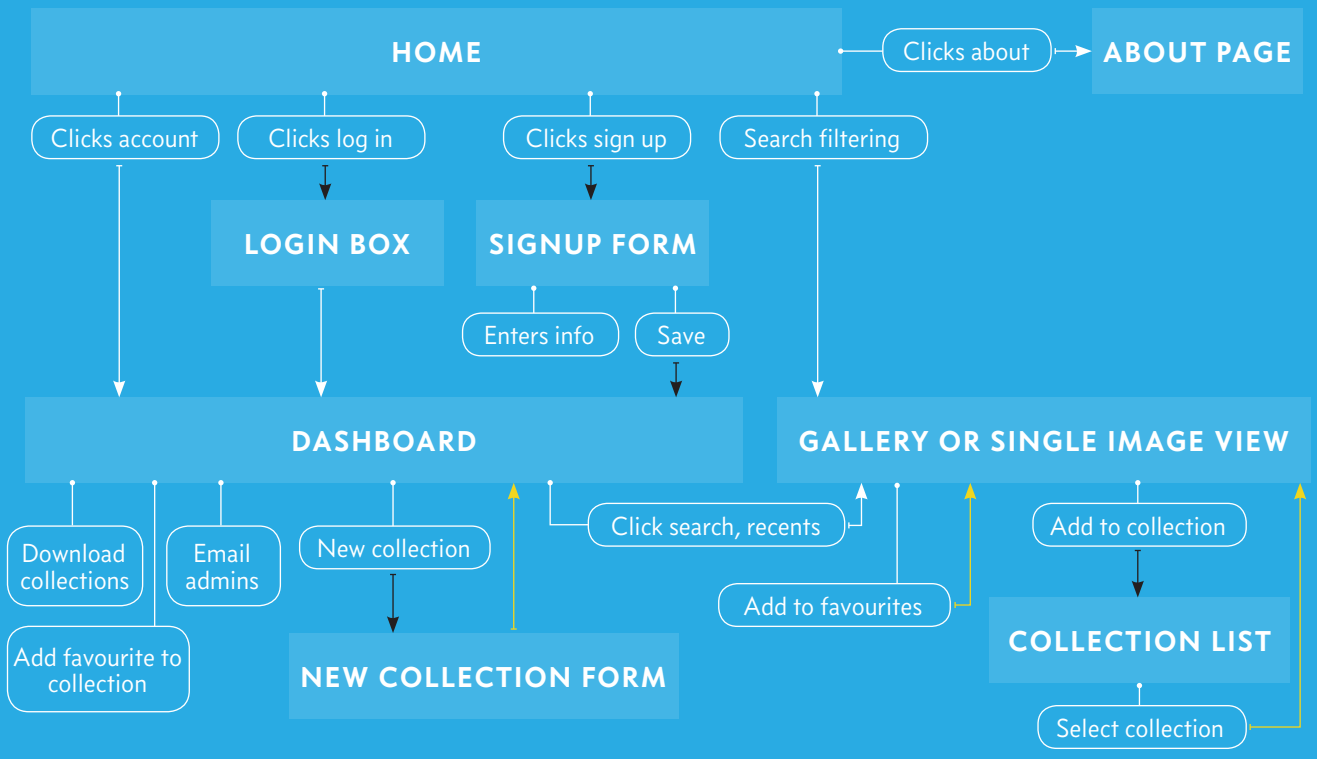
References

Users click to access or download further information relating to the image.


DEMARCO DIGITAL ARCHIVE
Filter images
JOHN SMITH
EDINBURGH
AUSTRIA
1974
+ ADD QUERY
– CLEAR ALL
Lorem ipsum (1974)
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque convallis aliquam nisi, in fringilla nulla consequat at...


DEMARCO DIGITAL ARCHIVE
← Back to images
+ SAVE TO COLLECTION
REQUEST FULL RESOLUTION IMAGE
FLAG CONTENT
Lorem ipsum (1974)
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque convallis aliquam nisi, in fringilla nulla consequat at. Vivamus in arcu a eros ullamcorper congue malesuada sit amet purus. Sed nec libero mollis, adipiscing ipsum et, tincidunt lacus. Donec non tempor leo. Duis id nisi vel felis dignissim sodales.
EXTENT AND MEDIUM
1 x Document Typescript
REFERENCE CODES
SNGMA 4
ORIGINAL REFERENCE
37/2/67/2
DIGITAL SURROGATE REFERENCE
09013.tif
Related images
SEE MORE RELATED IMAGES →

Collection creation user flow



SIGN UP / SIGN IN

User clicks login in the archive header area

User logs in with their details or clicks sign up

If signing up, user inputs personal information and is sent an authentication email to activate their account

Email activation link takes them to their dashboard

DASHBOARD

Page including a list of favorites, image collections and recently viewed images

New Collection

User inputs name of collection and returns to the dashboad after clicking save

Contact administrators

Link to form which is sent to administrator email address

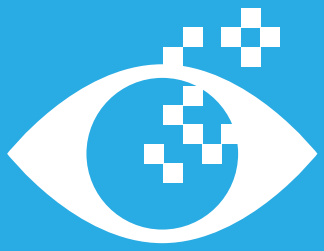
COLLECTIONS

Clicking on an existing collections takes the user to a gallery view of their collection, where they can add or remove images

Users can add to their collection by searching through the archive and clicking add to collection in the gallery or single image view

Download image

Users click a link to download medium resolution images from the collection



DEMARCO
DIGITAL ARCHIVE

Website Redesign

Project outline and scope

Prepared by Devon Walshe & Isaac Gray