

Gardens,
Libraries
& Museums



BLUEPRINT v2.0

A user-centred approach to delivering
the GLAM Digital Strategy 2019-2022



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What is this document?

To provide a clear **roadmap** confirming the collective **user outcomes** needed from the [GLAM Digital Strategy](#). The Digital Strategy provides the overall vision and this document paints a picture of its focus over the next three years.

The blueprint takes an **audience-centred approach** by outlining outcomes for each audience ‘archetype’. Work already underway and parallel colleague development priorities are also included.

The blueprint paints a picture of the envisaged **digital services in use by 31 July 2022**

This document builds on research undertaken within the University and beyond– details available in appendix

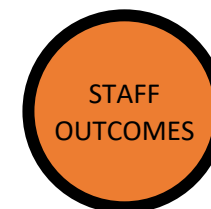
Structure of the blueprint



Outcomes segmented by audience ‘archetypes’, comprising statements of fact by July 2022.



Outputs already in development as part of the Digital Estate, Digitisation and Sustainability aspects of the strategy.



Staff outcomes relating to confidence, skills and knowledge comprising statements of fact by July 2022

Archetypes

A strategic model of segmenting GLAM's existing and potential audiences based on different motivations and high-level behaviours when engaging with GLAM collections. All archetypes are present at all six GLAM sites, and are not contingent upon demographics. Whilst the archetypes are fixed, individuals can switch between archetype modes on different visits or even within the same visit.

Engaged Explorers seek personal fulfilment and want to gain knowledge on a subject of interest to them.

Facilitators are motivated by the needs and interests of others. They are looking for ideas about what to include in the experiences they're planning.

Producers are focused on producing new content. They are highly engaged in very specific topics and are regular visitors to trusted resources.

Conforming Learners are seeking to satisfy the information gathering requirements set by others and are building knowledge in a specific subject.

Cultural Consumers follow the experiences of others. They need recommendations around 'must see' highlights.

Escapists want spaces to unwind and re-energise. Collections can be a backdrop to contemplation, or actively engaged with.



In order to **produce** my own content such as research or art I can...

University Strategy Priority 20: Continued investment in digital tools and infrastructure to support open scholarship, to be a leader in global access to collections and research data outputs

- **support my own self-guided visit tailored to my own needs**
- **access detailed structured (machine readable) data across the collections**
- **find collections information without having to know how that data is organised using familiar/agreed terminology**
- **find secondary information related to collections such as articles, people or related objects**
- **access conservation, preservation and other forms of collections data to support research**
- **reference collection information, data and images, with confidence that it'll be there for the long term**
- **support GLAM in creating and curating content**
- **use and adapt GLAM digital content to create new artistic responses**
- **access exhibition content / catalogue information in advance and immediately after a visit**

Currently I have to ...

- create bespoke cross-collections pages requiring intrinsic knowledge or collections or the 'right' people to ask
- search multiple times across many different sites
- get "no results" online even though I know something is there
- orientate myself with the inconsistent ways that further information is shared
- get conservation and preservation data from different systems
- accept that there is no guarantee that a link will be available in the future
- join a specific project like the Heberden Coin Room
- deal with inconsistent licensing policies and resources aimed towards traditional scholarship

In order to **explore** collections / spaces for personal fulfilment and knowledge I can...

University Strategy Priority 20: Continued investment in digital tools and infrastructure to support open scholarship, to be a leader in global access to collections and research data outputs

- **find links between objects across collections to enable presentation as “capsule collections”**
- **find content when I search for it via common search tools such as Google**
- **engage with people, places and things that are relevant to me to surface hidden collections online and to offer varied interpretations**
- **participate even if I can’t be there in person**
- **easily bookmark, save, download or cite content**
- **access exhibition content and/or catalogue information in advance and immediately after a visit**

Currently I have to ...

- create bespoke cross-collections pages requiring intrinsic knowledge or collections or the ‘right’ people to ask
- miss out on content that is not available to Google or other search mechanisms
- accept that diversity is not reflected in the collections – be it contemporary culture or non-white narratives – and that GLAM does not necessarily reflect the cultures and communities around it
- find some video of events (after the fact) and occasional live social media commentary which limit my connectedness remotely



In order to **plan and facilitate** an engaging experience for others I can...

University Strategy Priority 20: Continued investment in digital tools and infrastructure to support open scholarship, to be a leader in global access to collections and research data outputs

- **find links between objects across collections to enable presentation as “capsule collections”**
- **use collections in my teaching at Oxford through widely promoted and accessible content linked to GLAM collections**

University Strategy Priority 21: Continue to improve the breadth and depth of public engagement through events and programmes delivered through multiple mechanisms, including the academic Divisions and the Gardens, Libraries and Museums (GLAM).

- **support my own self-guided visit tailored to my own needs**
- **access collections through easy-to-find, selected and interpreted learning packages**
- **find content when I search for it via common search tools such as Google**
- **access information in relation to my specific access needs through a suite of options made for and with target users**
- **find out about any events or activities that change the spaces I visit or the services I use**
- **find out how much time to allocate to a typical visit or tour, can get a sense of the place, and can plan my own itinerary**

Currently I have to ...

- create bespoke cross-collections pages requiring intrinsic knowledge or collections or the ‘right’ people to ask
- use the limited amount of content in Cabinet
- find and navigate multiple tools from apps to audio guides to physical guides
- make do with downloadable PDFs or content in old formats (e.g. Flash)
- miss out on content that is not available to Google or other search mechanisms
- rely on occasional facilitated experiences by outreach staff



In order to **find and use** information and resources to demonstrate diligence I can...

University Strategy Priority 20: Continued investment in digital tools and infrastructure to support open scholarship, to be a leader in global access to collections and research data outputs

- **access and use GLAM collections as part of my learning at Oxford through promoted, clear access to collections**
- **find content when I search for it via common search tools such as Google**
- **easily find objects/books/specimens online rather than having to visit in person or contact GLAM staff**
- **cite documents/books/objects from their online catalogue entries in my publication**
- **find advance information on the different study spaces and what I can expect there in terms of desk space, noise and light levels**
- **find journal articles as well as books using SOLO**

Currently I have to ...

- lose out on the benefits GLAM collections could bring to my learning because content is not obviously accessible, or made explicitly relevant to my studies



In order to **re-energise and own** my experience I can...

University Strategy Priority 21: Continue to improve the breadth and depth of public engagement through events and programmes delivered through multiple mechanisms, including the academic Divisions and the Gardens, Libraries and Museums (GLAM).

- **engage with people, places and things that are relevant to me to surface hidden collections online and to offer varied interpretations**
- **have fun when I visit GLAM**
- **use GLAM spaces and resources as a way to help improve my well-being**
- **access refreshments and Wi-Fi when I visit**
- **find out if there events or activities that change the spaces I like to visit**
- **easily identify GLAM institutions as places of interest for me to visit when circumstances arise**
- **enjoy exploring GLAM institutions websites when an opportunity presents itself**

Currently I have to ...

- accept that diversity is not reflected in the collections – be it contemporary culture or non-white narratives – and that GLAM does not necessarily reflect the cultures and communities around it
- look to exhibitions as the only place that more playful and imaginative interpretation is used outside of the conventional display methods and academic environment

In order to feel I've had **'must-see', uniquely Oxford experiences** I can...

University Strategy Priority 21: Continue to improve the breadth and depth of public engagement through events and programmes delivered through multiple mechanisms, including the academic Divisions and the Gardens, Libraries and Museums (GLAM).

- **engage with people, places and things that are relevant to surface hidden collections online to offer varied interpretations**
- **have fun when I visit GLAM**
- **view and purchase shop products online alongside my tickets or tours across all sites**
- **understand what the synergies and differences are between each part of GLAM so I can make informed decisions about my visit/use of resources**
- **understand what differentiates GLAM collections from other collections in Oxford/UK/the world**
- **easily plan my visit by identifying GLAM sites as 'places to go in Oxford'**
- **buy presents and souvenirs of my trip**
- **find out how much time to allocate to a typical visit, get a sense of the place, and plan my own itinerary**
- **find links that connect mainstream interests with GLAM collections, events or spaces**

Currently I have to ...

- accept that diversity is not reflected in the collections – be it contemporary culture or non-white narratives – and that GLAM does not necessarily reflect the cultures and communities around it
- look to exhibitions as the only place that more playful and imaginative interpretation is used outside of the conventional display methods and academic environment
- only purchase certain products in certain institutions



GLAM DIGITAL STRATEGY will continue to prioritise:

Digitisation

fundraising strategies that link impact of digitisation to research, teaching and engagement

Digital Estate and Digital Preservation

systems and processes in place to manage its **archives**

systems and processes in place to **record** and **reuse** object related content and history

'fit for purpose' **collections data** and **digital assets management systems**

frameworks that allow uniform and rich access to **data** and **image-based resources**

a **preservation approach** for their digital assets

consolidating digital assets in one place and auditing this content

Sustainability

recognizing the value of **digital excellence** across all its staff and activities

a clear **content licensing** policy that's been implemented and communicated to staff

considering the full range of **audiences** (archetypes) in its strategies, services and content

opportunities afforded by technology to support **audience development**

commercial revenue growth through digital technology

tracking the impact of Digital Collections on Research & Teaching at Oxford (or more widely)

STAFF will be able to say....

Delivery of the Digital Strategy has been driven by our highly skilled and motivated workforce who have access to tools necessary to do the job. Organizational capacity has been created by shifting the emphasis on a few digital leads to total organisational ownership of the digital agenda.

Creating Digital Confidence and Engagement

I feel empowered and confident in embracing new technologies

I feel able to take responsibility for making myself aware of digital initiatives in my organization and across GLAM

I can innovate, test and evaluate new approaches and ideas for new digital services

I am engaged by digital initiatives across GLAM and have opportunities to get involved

I understand each institution's approach to digitising collections and, where possible, we share technology, processes and resources

Building Knowledge and Skills

I can access 'cross-GLAM' digital resources and skills to help me in my role

I understand the institution's image licensing position and can make judgements on what can and cannot be shared

I know where to go if I have a problem with a digital service and who is responsible for sorting it out and managing the supplier relationship

I understand our visitors' behaviour and needs on-site

I can use website analytics data to evaluate our users' journey and behaviour

I can track interaction with our users and use this data to target and tailor services for them and to drive revenue

I can use customer data to drive revenue, provide relevant information and widen engagement with our collections

Appendix: Sources for the Blueprint

The Blueprint was written based on five main sources. This is intended as a living document and will evolve as the thinking around delivery of the Digital Strategy evolves.

- 1** Audience Framework – qualitative analysis of our audiences and production of a new framework for understanding needs. The full framework is [HERE](#) under ‘Blueprint’.
- 2** Market Review – analysis of successful digital projects and the key attributes that has made them successful. The analysis is [HERE](#) under ‘Blueprint’.
- 3** Staff Engagement – interviews and surveys of staff attitudes towards the digital agenda and ideas for further development. The research is [HERE](#) under ‘Blueprint’.
- 4** GLAM Digital Strategy – the approved [GLAM Digital Strategy](#)
- 5** University Strategic Plan – the approved [University strategy](#)