

# National Library of Australia

## Trove Audience Analysis

Date: 29 March 2018

Version: 1

Prepared for:

Prepared by:



NATIONAL  
LIBRARY  
OF AUSTRALIA

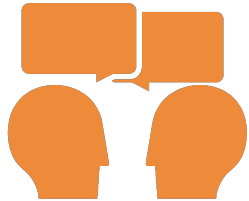


# Objectives



## Business objective

Develop a future larger and more diverse Trove audience while optimising Trove for the current user base



## Research objectives

1. Gain a better understanding of Trove's prospective users and current users:
  - Online habits and preferences
  - Requirements and expectations
  - Current issues with using Trove
2. Gain a level of granularity and detail to inform the new Trove brand, visual identity, ongoing communication and consultation activities

# World of resources



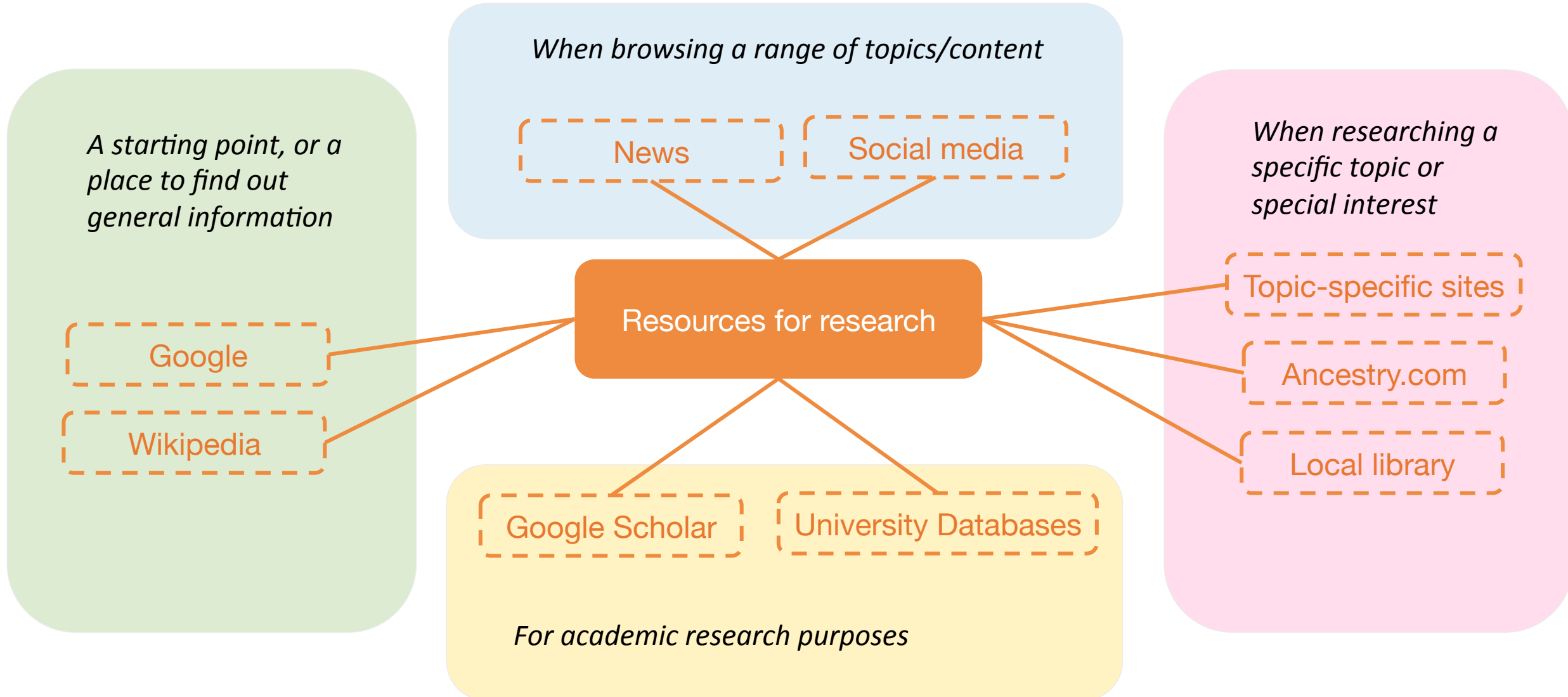
# Resources Australians use for research

*The most commonly reported resources by participants in both focus groups and the survey*



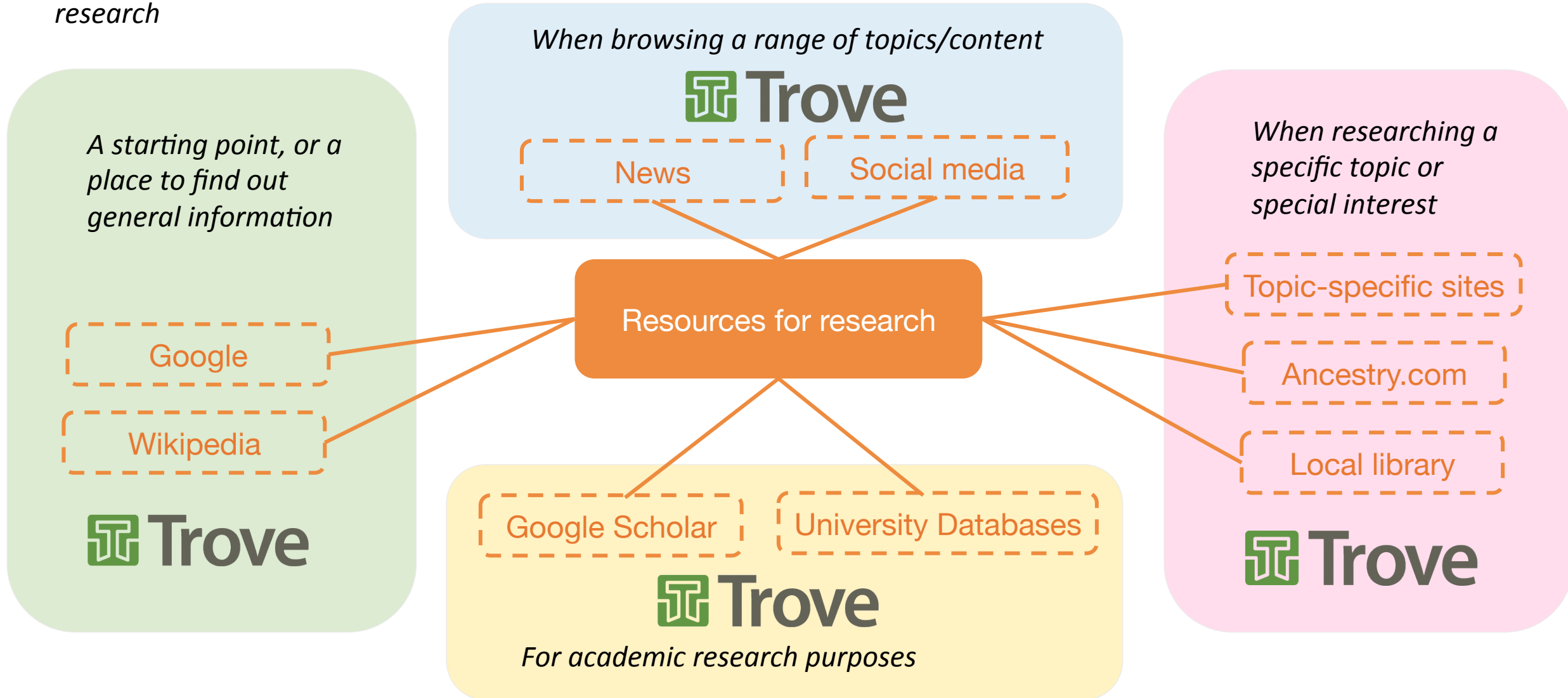
# Resources Australians use for research

*How Australians use these resources*



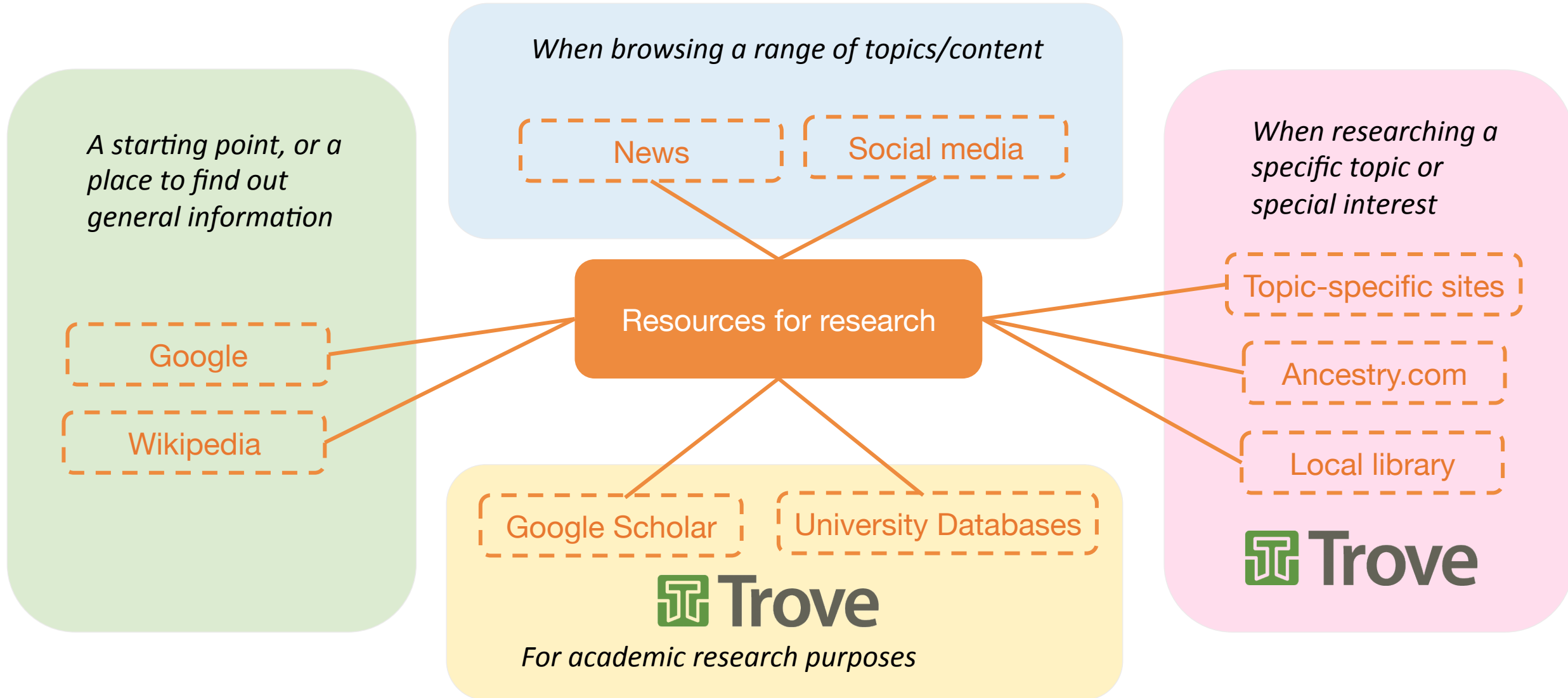
# Where Trove tends to fit for frequent Trove users

*Frequent Trove users see Trove as useful for all aspects of their research*



# Where Trove fits for infrequent users and prospective users

*Infrequent Trove users and prospective users see Trove as useful for only some research purposes*



# How do we get prospective Trove users to see and use Trove like frequent users?

We must first understand what Trove users love about Trove;  
**What makes them become dedicated, power users?**

We must understand how prospective users see Trove; their  
**first impressions and experience.**

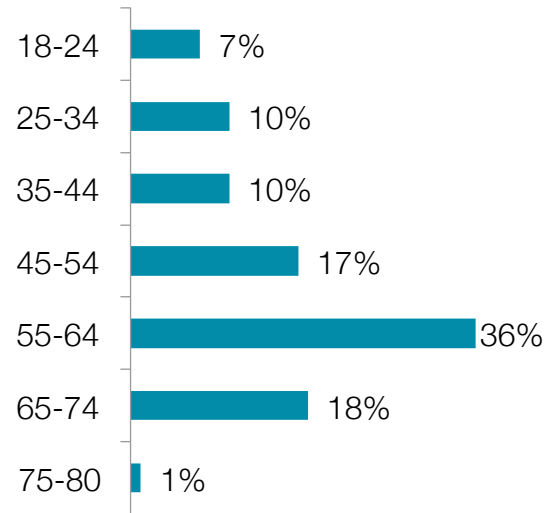
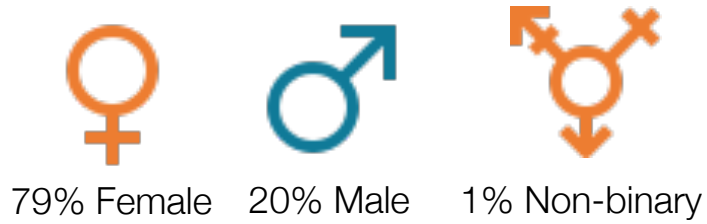
By understanding this, we can find **ways to convert prospective users to dedicated Trovers.**



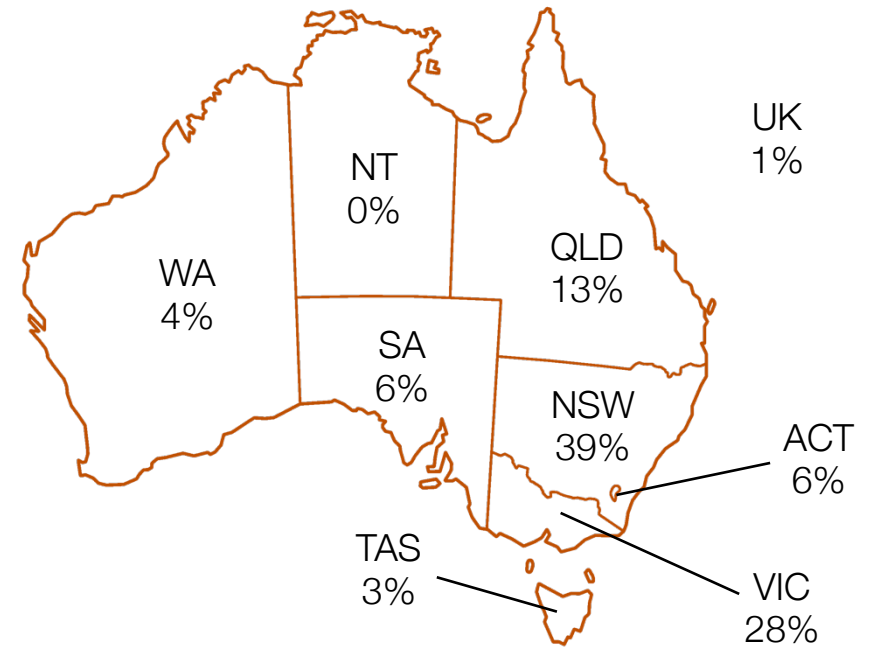
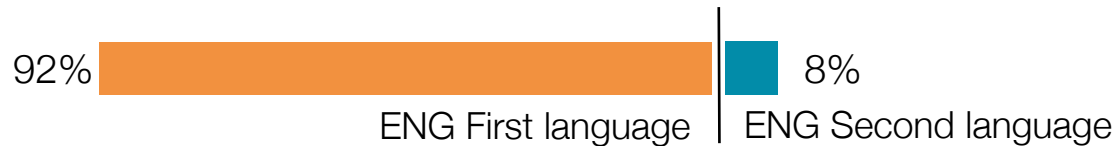
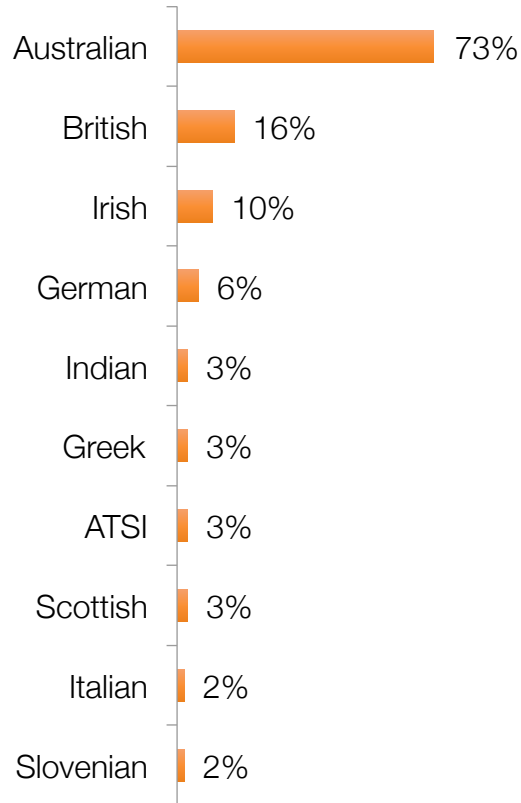
# Current users



# Trove users from the survey



## Identified Ethnicity



## Top occupations

1. Administrator
2. Genealogist
3. Historian
4. Teacher
5. Librarian
6. Content writer
7. Researcher (academic)
8. Author
9. Bookkeeping/Accountant
10. Museum curator

## Top interests

1. Australian history
2. Family history
3. Local history
4. Social history
5. Crafts
6. The arts
7. Popular culture
8. Literature
9. Ancient History
10. Media

# Learning to use Trove

## How they learned Trove

1. Trial and error
2. Help/support sections
3. University

## Time taken to learn Trove

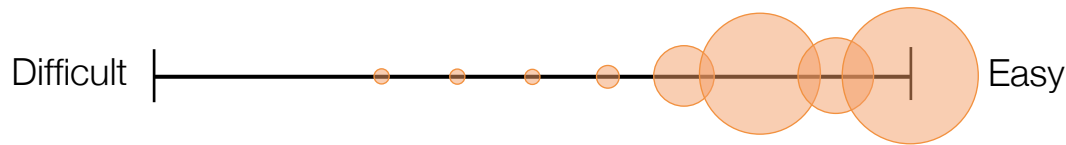
Most took 1-2 hours (71%)  
Some took over 10 hours (10%)

*“Just got in there and worked it out for myself - have been using it since 2009 so have developed skills as the system has evolved.”*

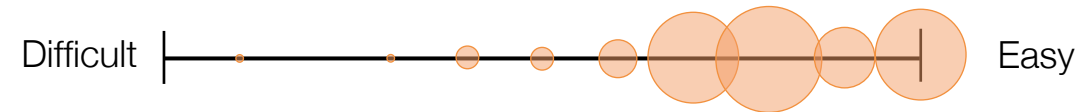
*“Self taught...I am obviously missing access to many sections of Trove.”*

## Ease of learning Trove

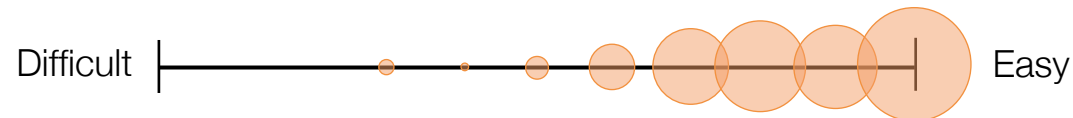
Using the search feature



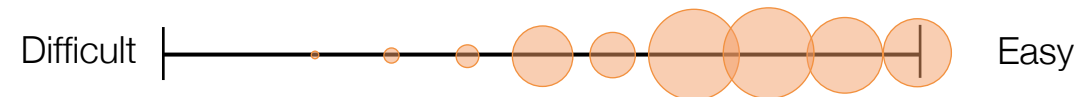
Finding what I was looking for among the search results



Moving from search results to accessing the record/resource/artefact/scan



Finding related resources about the topic I was interested in



# Insights: Learning to use Trove

## How they learned Trove

1. **Trial and error**
2. Help/ support sections
3. University

## Time taken to learn Trove

Most took less than 2 hours (71%)  
**Some took over 10 hours (10%)**

*“Just got in there and worked it out for myself - have been using it since 2009 so have developed skills as the system has evolved.”*

*“Self taught... I am obviously missing access to many sections of Trove.”*

Trove users found little help in the help/support sections of the Trove website. **To learn how to use it, they had to figure it out alone.** Combined with the time taken to learn, this demonstrates an area of opportunity to help users learn how to use Trove.

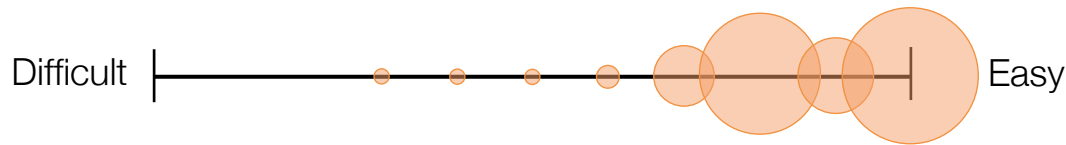
While most took up to a couple hours to learn how to use Trove, **a large number of users took over 10 hours.** Several users admitted they thought they still haven't quite worked it out. It is recommended that Trove develop a user friendly onboarding process.

# Insights: Learning to use Trove

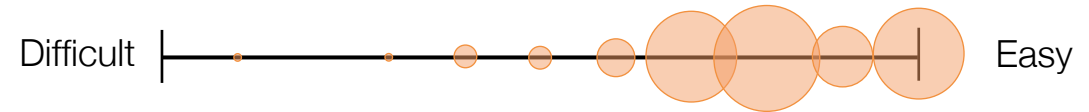
While users found using the search and moving from search to accessing result relatively easily, they had more trouble finding relevant and related content amongst the available options. **There's an opportunity for Trove to improve the search results page. It is recommended Trove optimize its design via simpler layout and providing users with related content.**

## Ease of learning Trove

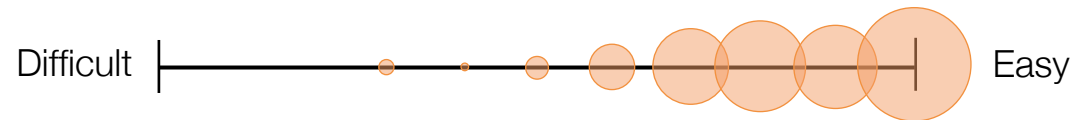
Using the search feature



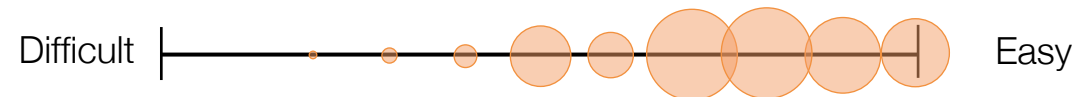
**Finding what I was looking for among the search results**



Moving from search results to accessing the record/resource/artefact/scan



**Finding related resources about the topic I was interested in**



# Trove users' habits and preferences

## Duration on Trove



Most spend 1-4 hours at a time on Trove (78%)  
 Few spend less than an hour (13%)

## Frequency accessing Trove



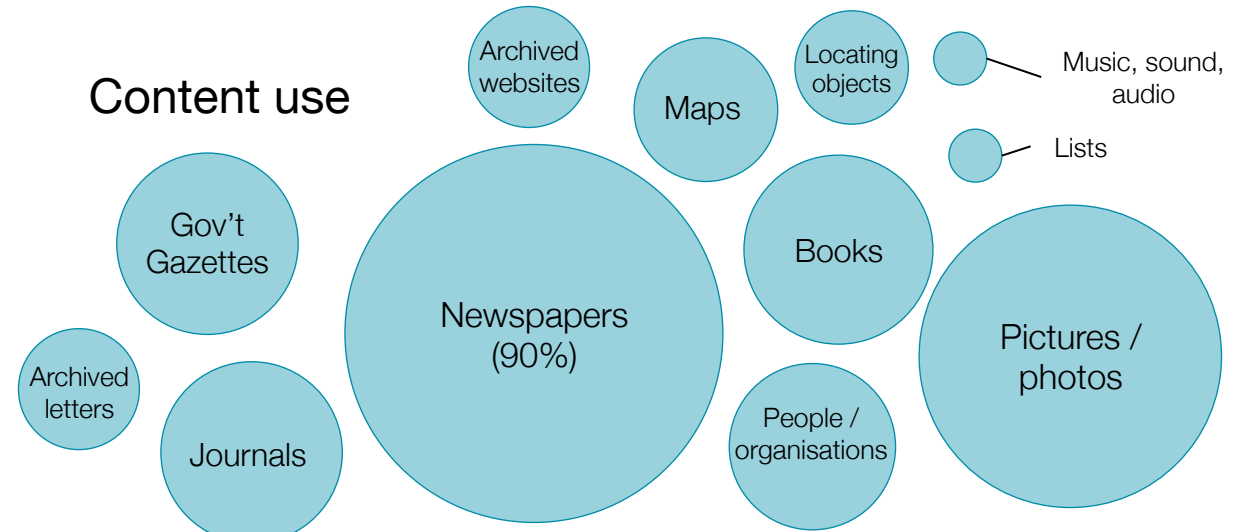
Daily, or multiple times a day (29%)  
 Weekly, or multiple times a week (32%)  
 Monthly, or multiple times a month (26%)

## Device to access Trove

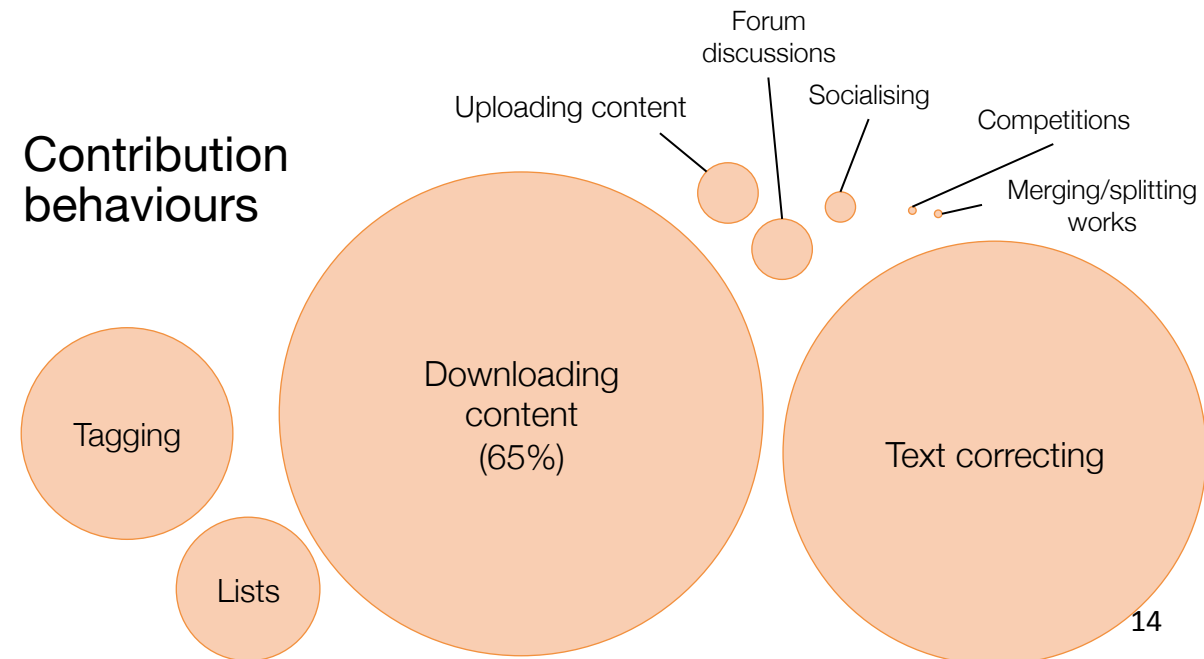


Desktop (66%) Laptop (81%) Tablet (41%) Mobile (40%)

## Content use



## Contribution behaviours



# Insights: Trove users' habits and preferences

## Duration on Trove



**Most spend 1-4 hours at a time on Trove (78%)**

Few spend less than an hour (13%)

Once on Trove, users become immersed. They don't just dip in and dip out of Trove, **they spend time in Trove exploring, reading and contributing.**

## Frequency accessing Trove



**Daily, or multiple times a day (29%)**

**Weekly, or multiple times a week (32%)**

Monthly, or multiple times a month (26%)

These Trove users are accessing Trove regularly. Combined with the duration metrics, this suggests some **users are set in their ways and have become comfortable using Trove in its current form.**

## Device to access Trove



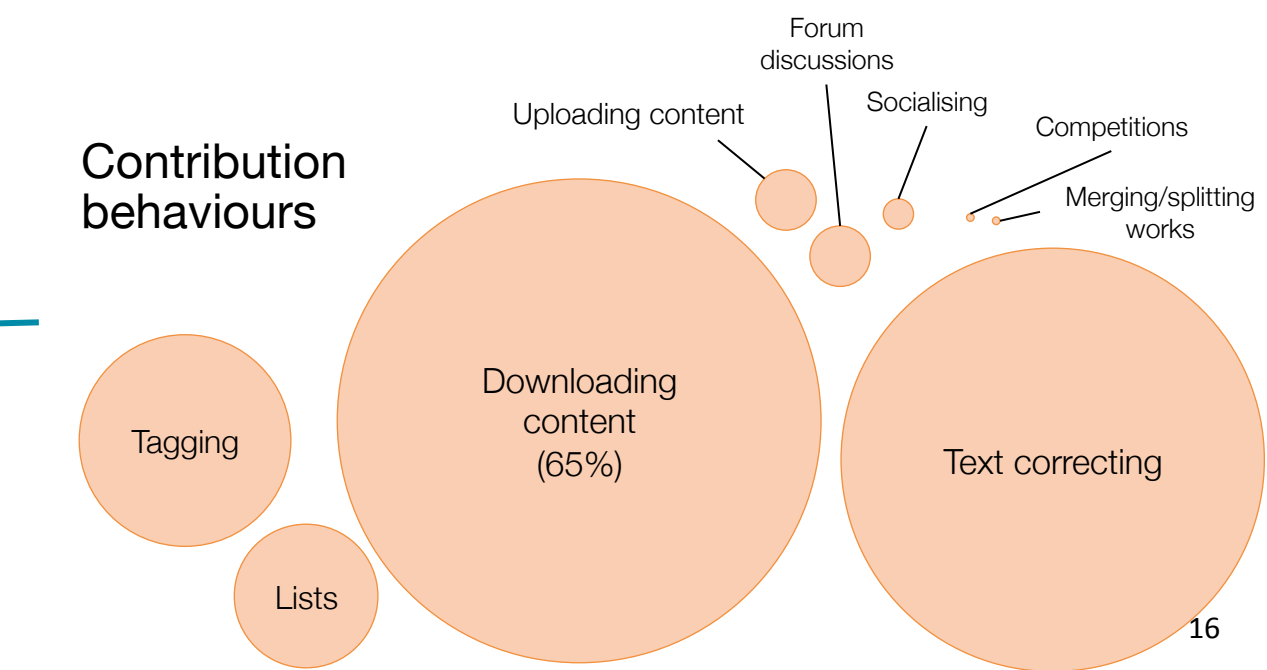
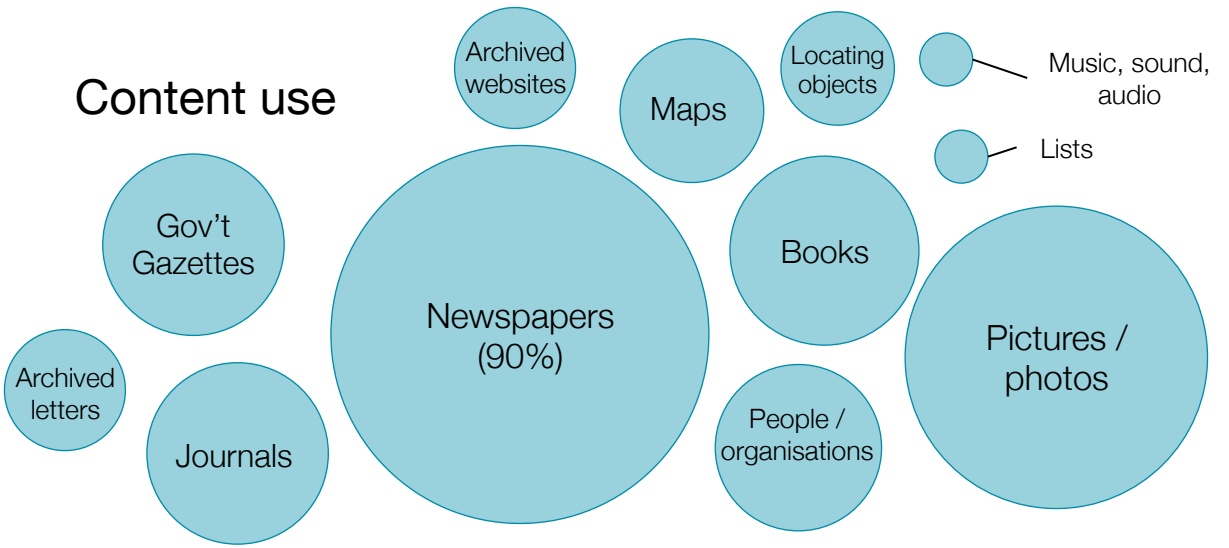
Desktop (66%) Laptop (81%) **Tablet (41%)** **Mobile (40%)**

While the most popular device is the laptop, almost half of Trove users are accessing it from mobile devices. **Therefore, it is recommended that Trove invest in a mobile friendly design.**

# Insights: Trove users' habits and preferences

The most popular content for these users is Newspapers and Pictures/photos. **This may present a challenge when considering a mobile friendly design.** It is recommended that future customer engagements include exploration of what users want to do from their mobile devices.

Trove users who took the survey were active contributors to Trove. There is also a high frequency of downloading content. **It is recommended that Trove further explore motivations for downloading content.** Are they perhaps unable or unaware how to save/bookmark content within Trove? Or are they only downloading content required for use?





# What users **value** about Trove

Many Trove users are dedicated, visiting the site at least once a day. They have spent time to learn how to use Trove, and spend hours each time they visit. **Their connection to Trove is not just transactional, it's emotional.**

Trove users **value and appreciate Trove as a free resource and aggregator of content.** They feel that Trove has opened up a whole new world to them. Trove has provided them access to information they can't easily find elsewhere.

Trove users know and **love that Trove is Australian, for Australians.** While they know Trove offers more, they see Trove as a dedicated provider of Australian content.

*"I enjoy finding out about my ancestors on Trove, I feel like I'm on an adventure whenever I use it."*

*(Q: What does it mean to you to be a Trove user?)  
"More than I can say. I could not have written my book without it."*

*"Proud to be able to have such a good resource."*

*"It's the best source of information on all things Australian."*

*"It is wonderful finding those regional newspapers – all across Australia. Tracking it over time."*

*"I love that I can access information about the past, relevant to Australia, from an Australian site, for free."*

# How they **want** to see Trove grow

*"Would love to connect with others doing the same research as me."*

*"You have to browse/explore the website to know how to use trove to get the desired information out of it."*

Trove users want to see it better support communities within Trove, particularly for special interest groups. They want to **connect to others on Trove who share their special interests.**

*"Some wrong information...Return results may lead you down the wrong track especially if you've got limited time... Happened about 15 out of 35 searches. Really old photos and places can be called different things."*

Trove users, even the "power" users, still find that they are given irrelevant search results. Users want and expect Trove to be able to filter through the mess and **provide only relevant search results.**

*"I am a highly experienced user and a professional librarian. I teach other people how to use it, I think other people don't necessarily find it so easy."*

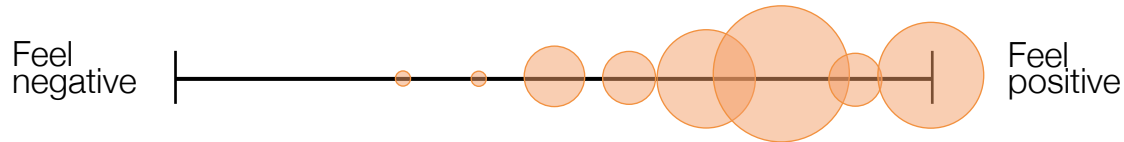
*"It takes a while to figure Trove out. It's not always clear what the next steps should be. But perseverance pays off in the end."*

To get the best out of Trove, users have acknowledged it takes time and dedication to learn the ins and outs of Trove. It should be **easier to learn to use Trove from the beginning.**

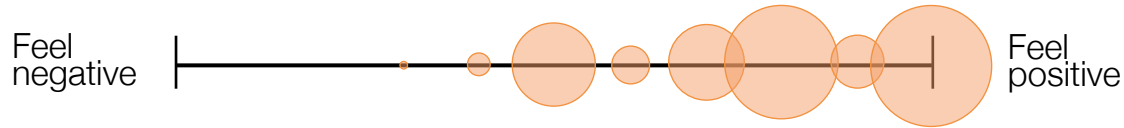
# Trove users and change

## How they feel about Trove changing

Visual changes, look and feel



Functional changes, how it works



## How much notice of changes

Most wanted **a week** (37%) to **a months** (38%) notice of upcoming change

## How they want to be notified

1. Banner on the site (70%)
2. Facebook/Twitter announcement (53%)
3. Email notification (52%)

## Want to take part in trial



## Want option to give feedback



# Insights: Trove users and change

*(regarding the last time Trove changed)  
"It was shocking. Kept trying to go back and figuring out how to use it, why did they change it?"*

*"I work for a company that went through a big change. We warned customers six months in advance and allowed them to trial with the BETA version. If Trove is going through a big change, they should do the same."*

*"It says we're going to be working on this for the next 24 hours and I go nooooo, don't change!"*

While Trove users in the survey were relatively positive about change coming to Trove, **users in the focus groups were less confident about change.**

The biggest questions around Trove changing were:

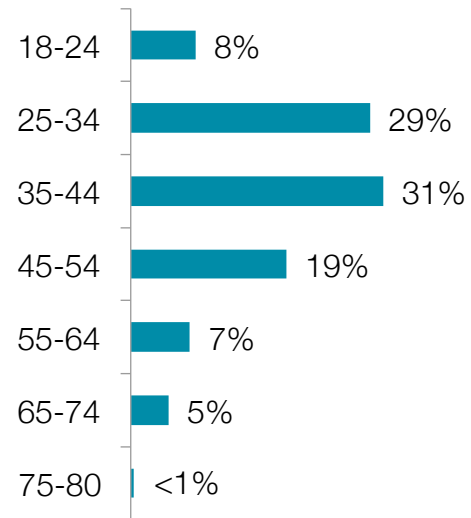
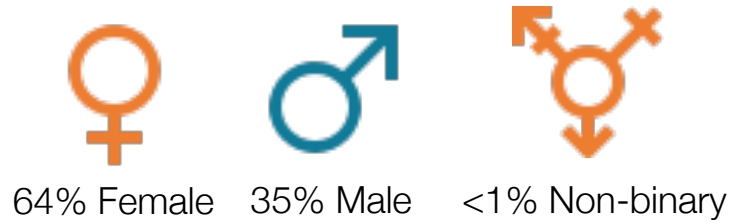
- How much will change? Just the look of it, or the way it works?
- Will I still be able to use the old Trove? Or will it change overnight and I have to learn again?
- When will they tell us? Will there be enough time for me to prepare myself and ask questions?
- Will I be able to get involved in the new changes? Provide feedback, and/or use a trial?

Your users are emotionally tied and invested in Trove. They don't want to be surprised with a drastic change they didn't know was coming and had no opportunity to be involved in. **It is recommended that Trove users are brought along the change journey by allowing them to be involved in the change process.**

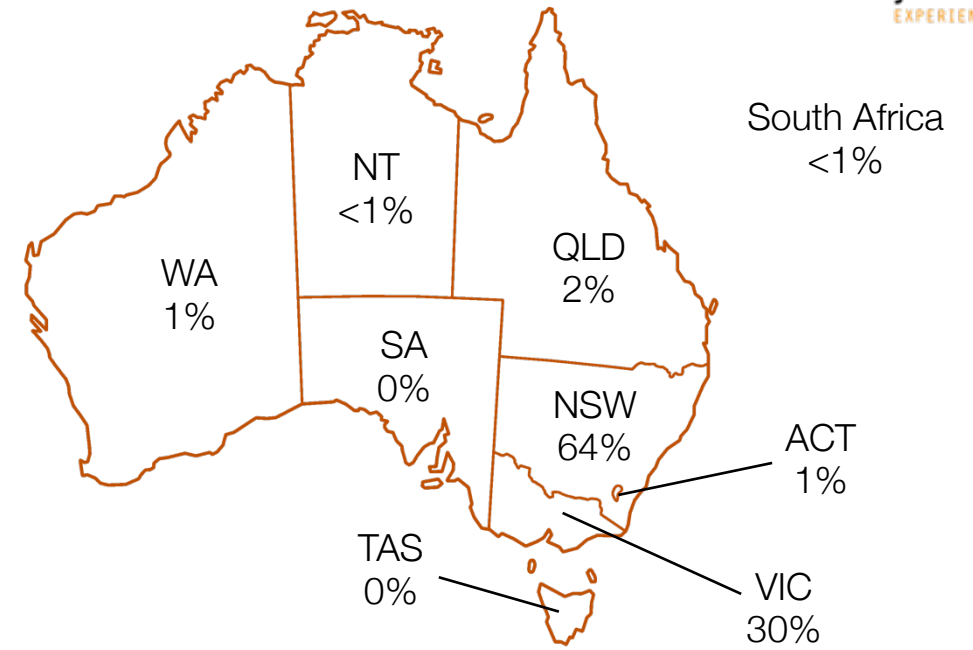
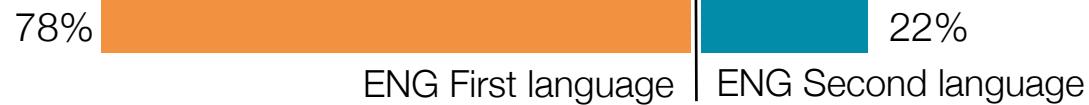
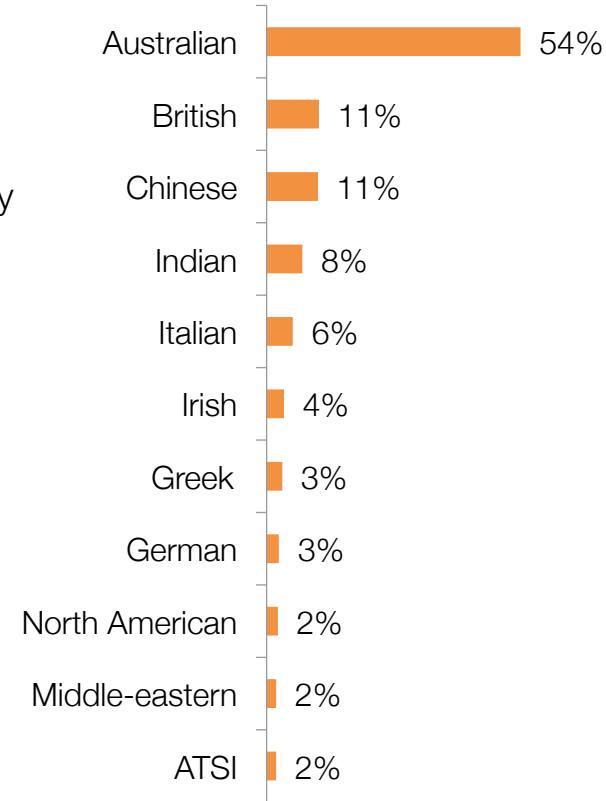
# Prospective users



# Prospective users from the survey



## Identified Ethnicity



## Top occupations

1. Administrator
2. Teacher
3. Retail assistant
4. Artist
5. Bartender
6. Content writer
7. Counselor
8. Childcare worker
9. Manager
10. Researcher (academic)

## Top interests

1. Fashion
2. Popular culture
3. Media
4. Arts
5. Australian history
6. Crafts
7. Ancient history
8. Literature
9. Social history
10. Sports history

# First impressions of Trove from prospective users

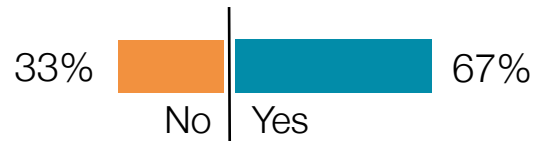
Heard of Trove?



Find what they were looking for?

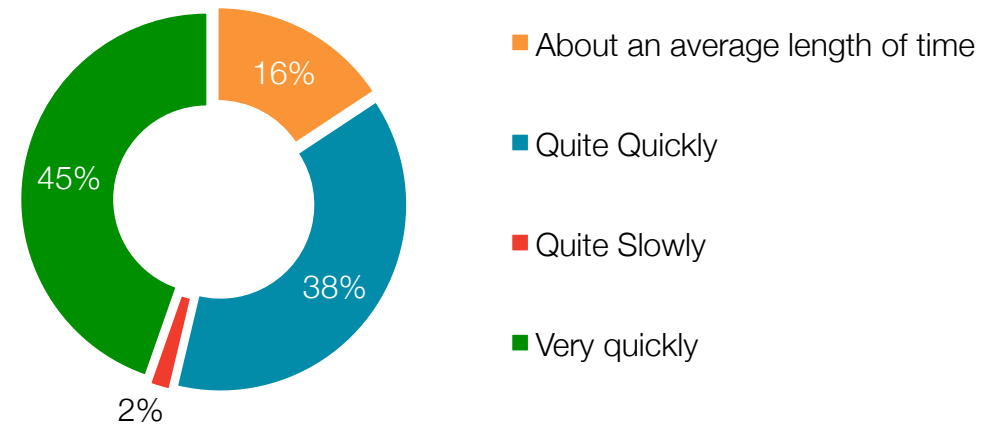


Is Trove intended for you?

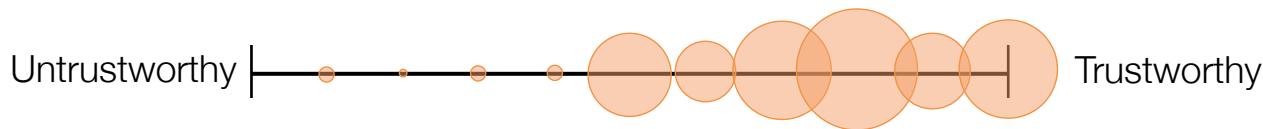


How long did it take to find what you were looking for on Trove?

(of those who found what they were looking for)

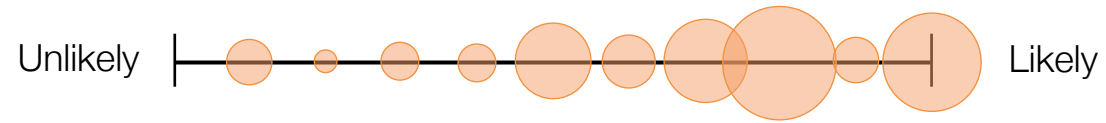


How trustworthy is Trove?



# Likelihood of prospective users to use Trove

How likely are you to use Trove in the future?



How likely are you to recommend Trove in the future?





# What prospective users like about Trove

When asked what they liked about Trove, they felt that Trove was a place they could go to gather specific information on topics. They also thought they could **find obscure content both in online and physical form (offline)**. The newspaper content was also seen as unique and interesting.

Non-users got the impression that Trove would be **particularly useful for accessing Australian information**, including Australian history, family history (if you have Australian family), and Aboriginal history.

Most non-users felt that Trove was **reputable because of its affiliation to the National Library of Australia** and the Australian government.

*"Good to know you had one place you could go to, like if you're writing a paper about indigenous health – all the data there."*

*"It's good I know there's somewhere I can go for Australian content."*

*"Trove could prove to be a very useful tool in my family history research. I have had trouble with websites in the past that require large fees to search for information... Due to Trove being an online tool, it could also become a great tool to reveal indigenous history to a younger generation."*

*"...in a nutshell I would describe Trove as being yours. It's an interactive platform in that as you text correct, comment, tag or contribute content you are helping to build a better service for everyone!"*

# Barriers to Trove: Awareness

*"I've never heard of the webpage until today."*

**86%**

of non-users had never heard of Trove before

**The first and primary barrier to Trove is lack of awareness.** Until they know about it, they won't know to go there and look for content.

Most non-users had never heard of Trove. **They didn't know it existed**, but after seeing and using Trove for the first time, many felt Trove was **intended for someone like them**.

To get past this first hurdle, **it is recommended that Trove actively promote its existence and target prospective users who have an appetite for Trove content.** Those sub-groups identified in this report are students and ATSI.

Student participants suggested Trove can **raise awareness for via targeted, relevant social media campaigns, within university libraries/forums, and teacher/tutor endorsements.** ATSI and CALD participants also suggested social media and Trove **appearing higher in search results lists on Google.**

*"Never heard of it... Is it modern? Will it have updated information? What's the cost involved? If there was a cost involved I probably wouldn't use it."*

*"Definitely needs more promotion or awareness raising within universities (library and academic staff)"*

**76%**

of student non-users thought Trove was intended for someone like them

**4/6**

of ATSI non-users thought Trove was intended for someone like them

# Barriers to Trove: User experience and learning curve

**20%**

of non-users didn't find what they were looking for the first time

*"I don't really get it and it looks very outdated and looks like it's for an older person to use. Yuck."*

*"If I was searching for information, I'd stop now. This would seemingly be a dead end for me."*

*"Hard to navigate, the amount of information is unclear, doesn't seem as reliable/easy to use as something like Library of Congress."*

**NPS = -83\***

for those who didn't find what they were looking for

**82%**

of those who didn't find what they were looking for were unlikely to use Trove again (6 or less out of 10)

\*A negative promoter score indicates a higher % of users are detractors of Trove than promoter

**The second crucial barrier to Trove is the first user experience.** If they are turned off the first time they use it, they won't come back and they are less likely to tell anyone else about Trove.

Many non-users complained about Trove's interface, the way it looked and felt. Several struggled to find what they were looking for the first time they used Trove. **Negative first impressions can be toxic to users;** if the design is uninviting and they can't make it work for them the first time, **they'll likely leave and not come back.**

To improve first impressions, it is recommended that Trove becomes simple enough for a first timer to find what they're looking for. **Have a simple browsing experience to help new users gain confidence with the site, without needing to know how to search yet.** Trove doesn't have to look flashy, but it should be mobile friendly.

# Barriers to Trove: Credibility and trust

*"It's unfamiliar to me so I am wary."*

**50%**

of non-users gave Trove a trust rating of 7 or lower (out of 10)

*"It seems that anyone can upload information including photos etc. to the site."*

*"It looks like some content is pulled from online sources without verification. Anyone can write anything and put it on the Internet."*

*"Who enters the information? What background/training do they have? How regularly is information updated/added?"*

**Trust is a third barrier for some non-users.** Uncertainty about the validity of the content could prevent prospects from using Trove for academic and research purposes.

Some non-users were skeptical of Trove as they hadn't heard of it before. Trove's affiliation with the National Library provided credibility for some; while the **contribution section created doubt for others.** Questions were raised as to **who can contribute and who regulates content.**

To foster trust in new users, **lean on what makes Trove credible: the National Library and Australian government.** Use copy on the site to communicate that Trove content is authentic and credible.

# Barriers to Trove: Not seeing the unique value of Trove

*“My question is, Trove what is your purpose? I still don’t get what you’re trying to do.”*

**74%**  
of non-users thought you could listen to music or watch a video without being redirected

*“I think it needs to be more well defined the particular functions and benefits of Trove over other platforms.”*

*“How much of their info is NOT readily available via Google?”*

**The fourth and final barrier for non-users is not grasping Trove’s value proposition.** Some non-users didn’t understand the unique content Trove can offer, which is beyond other online resources. Several first time users misunderstood what Trove provided. They thought they could find within Trove the latest news, books and music, because the homepage calls out specifically “newspapers”, “books” and “music” without reference to the historic nature of this content. If the **value proposition isn’t communicated effectively, they won’t use it or understand how to get the most out of their Trove experience.**

First time users were left wondering: **What is special/better about Trove compared to Google, Wikipedia, or any other content provider?**

Trove has unique collection of content and a strong proposition. **Communicate the value proposition from the homepage and reiterate this throughout the site.** Once users understand the value, they will come back for more.

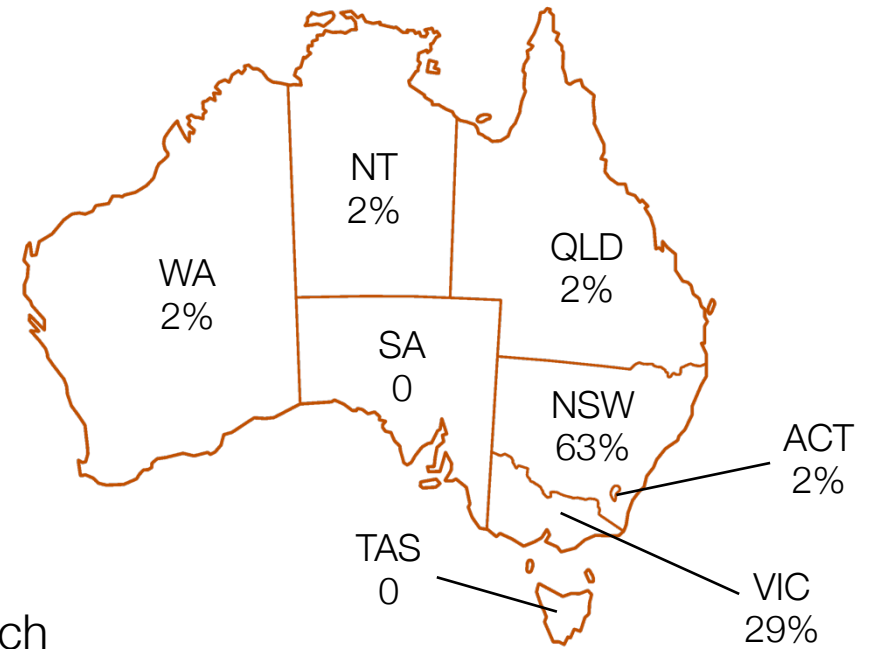
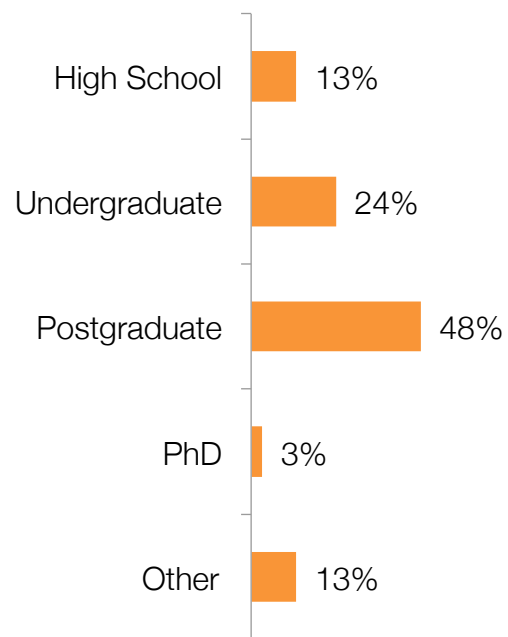
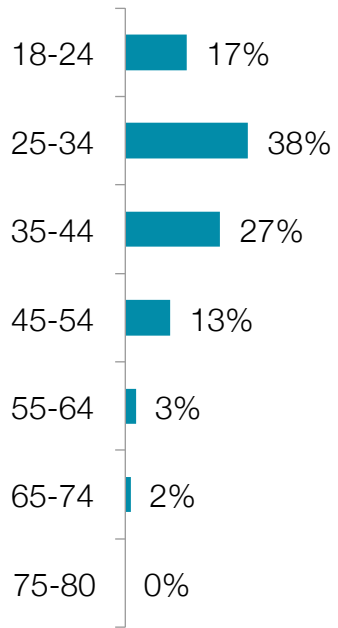
# Student Segment (Prospective users)



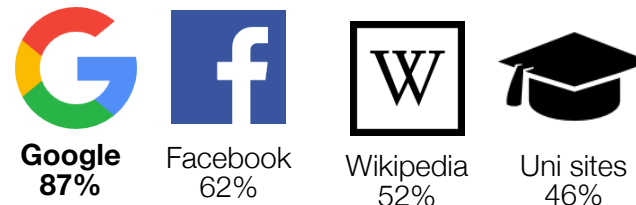
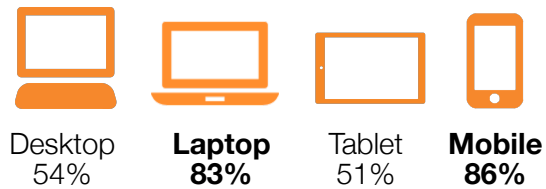
# Student group demographics (survey)



73% Female 27% Male 0 Non-binary



## Using for research



## Top interests

1. Popular culture
2. Fashion
3. Social History
4. Literature
5. Media
6. Crafts
7. Australian history
8. Ancient history
9. Aboriginal history

# Trove first impressions from Student group

## Heard of Trove?



## Is Trove intended for you?



## Who is Trove meant for?

1. Students
2. Researchers/ Academics
3. "Nerds"
4. Anyone

## What did they look for?

- Early map of Melbourne
- Cricket resources
- Today's news
- Articles on advances in medical research
- Trump news
- Back to the future Pepsi
- Digitised newspapers and history
- A plant
- Ring barking in Australia

## Find what they were looking for?



## What is Trove?

*"Online resource that provides access to collections of assorted various media, e.g. newspapers, maps, photos, and journals."*

*"A database to look up past newspapers, magazines, books or images."*

*"One point source for anything and everything on Australian information."*

*"Newspaper and journal aggregator."*

*"A strange looking Google page."*

*"Trove is a website where you can get online resources like books, images, historic newspapers, maps, music and many more."*



# Insights: Trove first impressions from Student group

Identified Ethnicity

Heard of Trove?



Is Trove intended for you?



Who is Trove meant for?

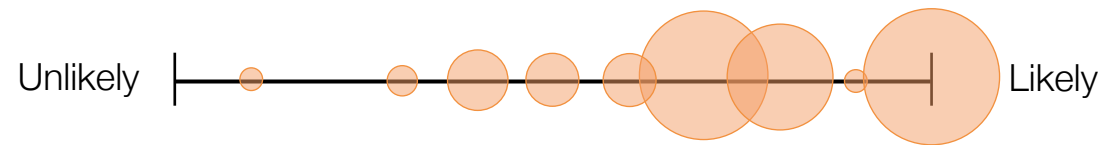
1. **Students**
2. **Researchers/ Academics**
3. "Nerds"
4. Anyone

Most students had never heard of Trove. But after their first experience using it, **they believed that Trove was meant for people like them.** "Students", "Researchers", "Academics", all terms synonymous with those currently studying.

Combined with their likelihood to use Trove (see next page), this suggests **students are low hanging fruit;** possibly the largest sub-group of non-users underutilising Trove.

# Likelihood of Student group to use Trove

How likely are you to use Trove in the future?



Why wouldn't you use Trove?

*"It looks a little 'clunky'."*

*"Not knowing anything about them."*

*"Paying for access to certain features of the website. For example, family history records."*

*"I'm doing a thesis so I really only use peer reviewed articles which I find on Google Scholar etc. I don't need images or videos or newspapers."*

*"Honestly, comfort in the platforms I use now. I may venture to Trove if I come across something I can do there that I can't do on my other platforms. Perhaps marketing a more 'rare' feature of Trove will help in getting traffic onto the site, it would work on me!"*

*"I'm a lot more used to Google as a default."*

*"I already have many other databases I have access to - I would probably go to Trove for very specific Australian information or newspaper archives."*

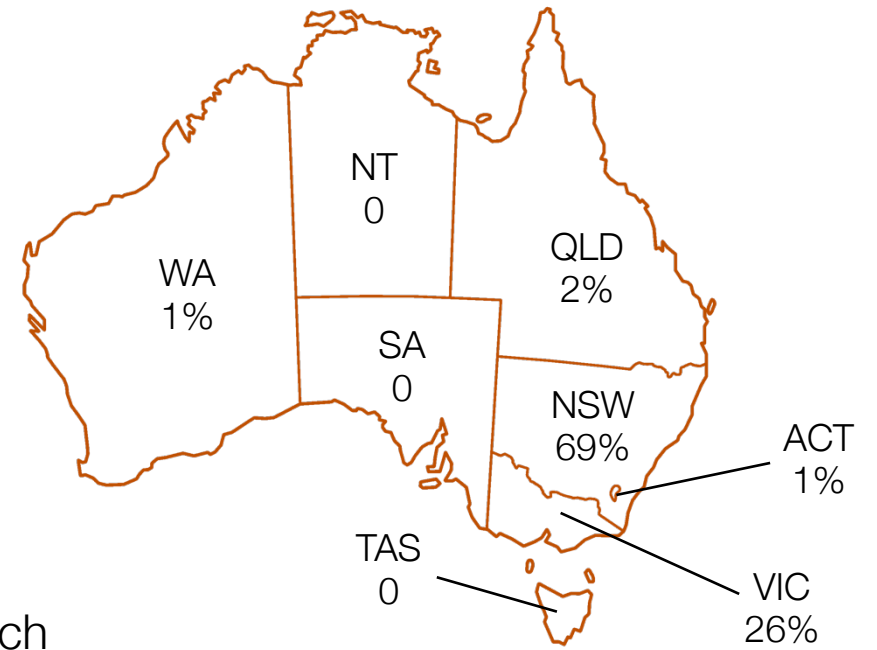
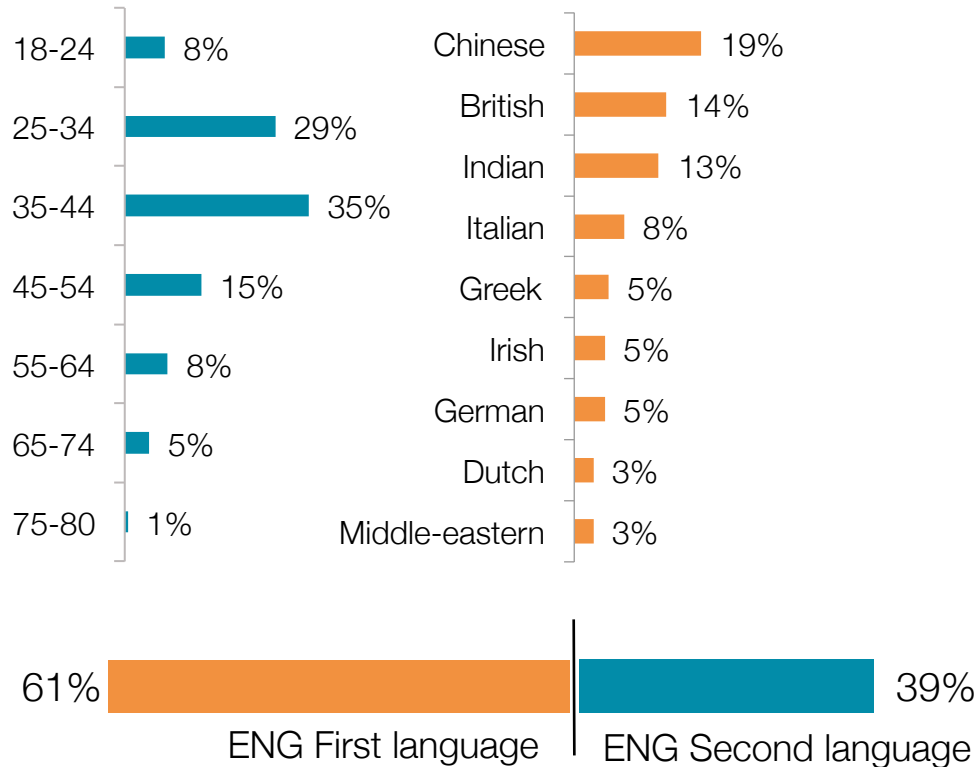
# CALD\* Segment (Prospective users)

\*CALD = Culturally and Linguistically Diverse [ABS definition](#)

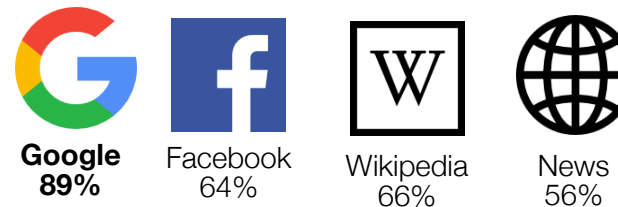
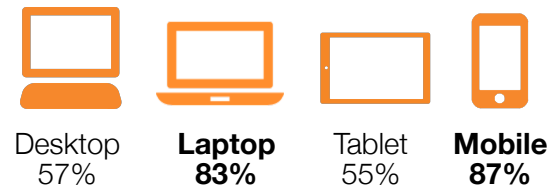
# CALD group demographics (survey)



59% Female 40% Male <1 Non-binary



## Using for research



## Top interests

1. Fashion
2. Popular culture
3. Media
4. The arts
5. Literature
6. Australian history
7. Ancient history
8. Crafts
9. Social history
10. Architecture

# Trove first impressions from CALD group

## Heard of Trove?



## Is Trove intended for you?



## Who is Trove meant for?

1. General public / anyone
2. Researchers / academics
3. Anyone with a specific interest with Australia

## What did they look for?

- A photograph of 'Sorry day'
- Airfryer
- Pictures of a celebrity
- Australian bank notes
- Egypt
- Macular degeneration
- Ancient India
- SMH
- Football
- Funny pictures
- My local suburb

## Find what they were looking for?



## What is Trove?

*"A repository of archival information about history, media and news."*

*"Newspaper and journal aggregator."*

*"A digital encyclopedia."*

*"Trove is Website which gives you access to information like books, maps & music run by the National Library of Australia."*

*"Treasure Trove" collection of wide variety of information sources."*

*"A library research page."*

*"You connect with other people with the same interests."*

# Insights: Trove first impressions from CALD group

## Heard of Trove?



## Is Trove intended for you?



## Who is Trove meant for?

1. General public / anyone
2. Researchers / academics
3. Anyone with a specific interest with Australia

## What did they look for?

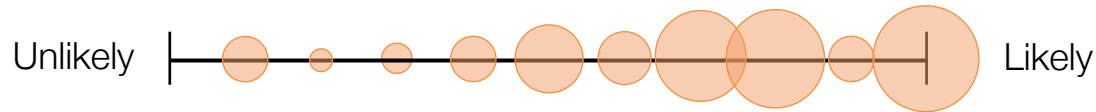
- A photograph of 'Sorry day'
- Airfryer
- Pictures of a celebrity
- Australian bank notes
- Egypt
- Macular degeneration
- Ancient India
- SMH
- Football
- Funny pictures
- My local suburb

Like students, most of the CALD group had never heard of Trove. After their first experience using it, **they were less confident in thinking that Trove was meant for people like them.** The search terms for this group were also less relevant to what Trove has to offer.

Combined with their likelihood to use Trove (see next page), this suggests **CALD group are a more difficult market to target based on the current Trove proposition.**

# Likelihood of CALD group to use Trove

How likely are you to use Trove in the future?



Why wouldn't you use Trove?

*"I have Google to use."*

*"Bad design to navigate to find what I am looking for."*

*"The fact you cannot access the information in the person and/or event easily. Seems you need log in."*

*"No specific projects to complete that would require me to research a specific topic - probably would've been useful whilst studying for my degree."*

*"It's boring."*

*"Not very familiar with Trove."*

*"The layout (viewed on my iPhone 6) was not the most visually appealing. The content was easy enough to view and navigate through but it looked a bit old fashioned like the first websites that were created i.e. a lot of text and not a lot of still imagery or animations."*

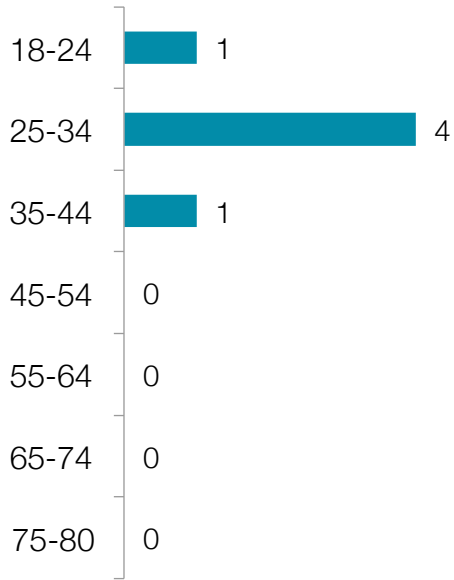
*"Searching might not lead to reputable information."*

# ATSI Segment (Prospective users)

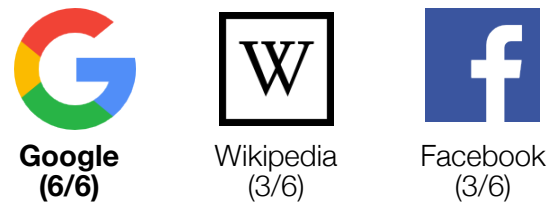
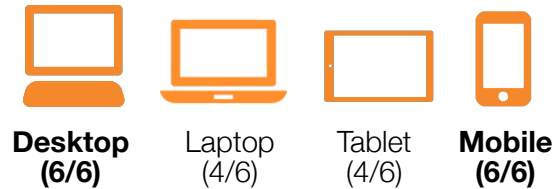
\*ATSI= Aboriginal and Torres Strait Islander



# ATSI group demographics (survey)



## Using for research



## Top occupations

1. Administrator
2. Teacher
3. Childcare worker
4. Removalist
5. Community Development
6. Indigenous Healthcare

## Top interests

1. ATSI culture
2. Australian history
3. Family history/ancestry
4. Crafts

# Trove first impressions from ATSI group

Heard of Trove?



Is Trove intended for you?



Who is Trove meant for?

1. Students
2. Anyone with a relevant interest

What did they look for?

- People
- Aboriginal history Cowra
- Aboriginal people and the law, Aboriginal HIV statistics and reports
- Tasmanian archives and Heritage
- Stolen generation, Koori mail
- Julia Gillard pictures

Find what they were looking for?



What is Trove?

*"An Australian database for media, books, etc."*

*"A source that you could use instead of visiting your local library (First point of contact)."*

*"Trove is like an Australian based Google with all the home based news, music and general articles in one location."*

*"An online library."*

*"An Australian search engine to find information on Australian specific subject matter from academic and government sources to images and personal individual documents."*

# Insights: Trove first impressions from ATSI group

## Heard of Trove?



## Is Trove intended for you?



## Who is Trove meant for?

1. Students
2. Anyone with a relevant interest

## What did they look for?

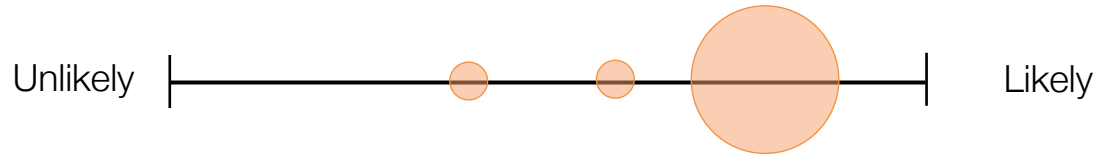
- People
- Aboriginal history Cowra
- Aboriginal people and the law, Aboriginal HIV statistics and reports
- Tasmanian archives and Heritage
- Stolen generation, Koori mail
- Julia Gillard pictures

Like the other groups, most of ATSI had never heard of Trove. After their first experience using it, **they were somewhat confident in thinking that Trove was meant for people like them.** The search terms for this group suggest a strong appetite for Trove content.

Combined with their likelihood to use Trove (see next page), this suggests **ATSI are low hanging fruit for Trove;** a group which have strong interest in Trove content.

# Likelihood of ATSI group to use Trove

How likely are you to use Trove in the future?



Why wouldn't you use Trove?

*"The fact I'm not studying."*

*"Google search is more commonly located and accessible."*

*"Not being able to find what I was looking for easy enough."*

*"If I was to find unreliable information and it is not a source that I am familiar with."*

# How to strike the balance



# Needs of current users and prospective Trove users

## Current Trove users

- Keep existing functionality
- More advanced features e.g. newspaper snipping tool with metadata
- Enhanced community functionality within Trove
- Help/support section with tips for getting the most out of Trove

## Common needs

- Trove to remain free and focused on Australian content
- Easier UX makes it easier to learn
- Relevant search results
- Suggested related content
- Content accuracy, including tags & digitised text
- Browsing option (not just search)
- Featured content/stories

## Prospective users

- Clear value proposition and differentiator from competition
- Simpler, “modern” user interface
- Accessible search with simpler search results page
- Reassurance content is credible and reliable

# Overall Recommendations

## Brand

Lean on the strengths of Trove's existing brand, focusing on:

- National Library affiliation
- Association with other reputable, trusted institutions
- Free access
- Australian focus
- Aboriginal and Indigenous focus
- Reliable, verifiable content
- For everyone

## Visual

- Modernise the UI and make it the site mobile friendly
- Improved UX; easier to learn/navigate
- Simplified search results with option to expand and collapse to see more or less
- Prioritise most relevant search results
- Encourage browsing with dedicated browsing functionality and suggested related content, and featured content/stories

## Communication

- Raise awareness through targeted social media campaigns, improved SEO, and university channels
- Lean on community within Trove to engage users and encourage them to advocate to their networks
- Make the unique-ness of Trove clear on the homepage and throughout the site
- Communicate the reliability of content with subtle messaging throughout the site
- Provide a more effective help/support section with tips for getting the most out of Trove
- Use in-context help/tips to support those learning in the moment

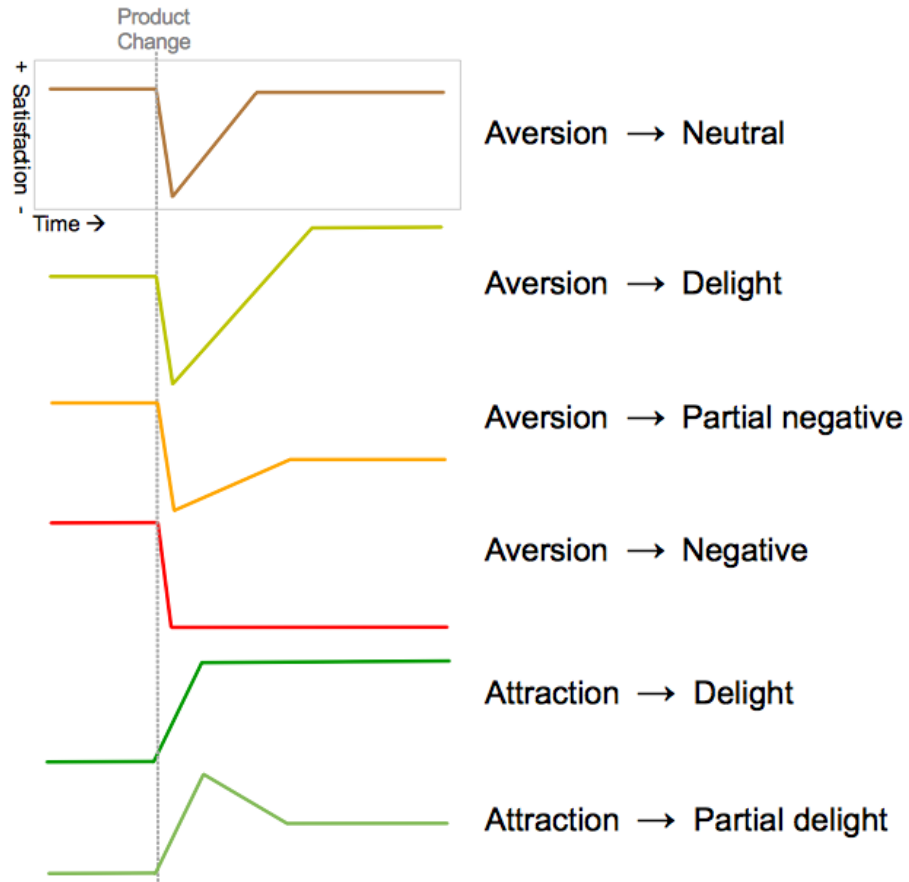
# Next steps





# Change management: An external and internal exercise

## Change Aversion (and Attraction) Patterns



Change management is a major factor in the successful launch of the new Trove brand, visual identity and communications.

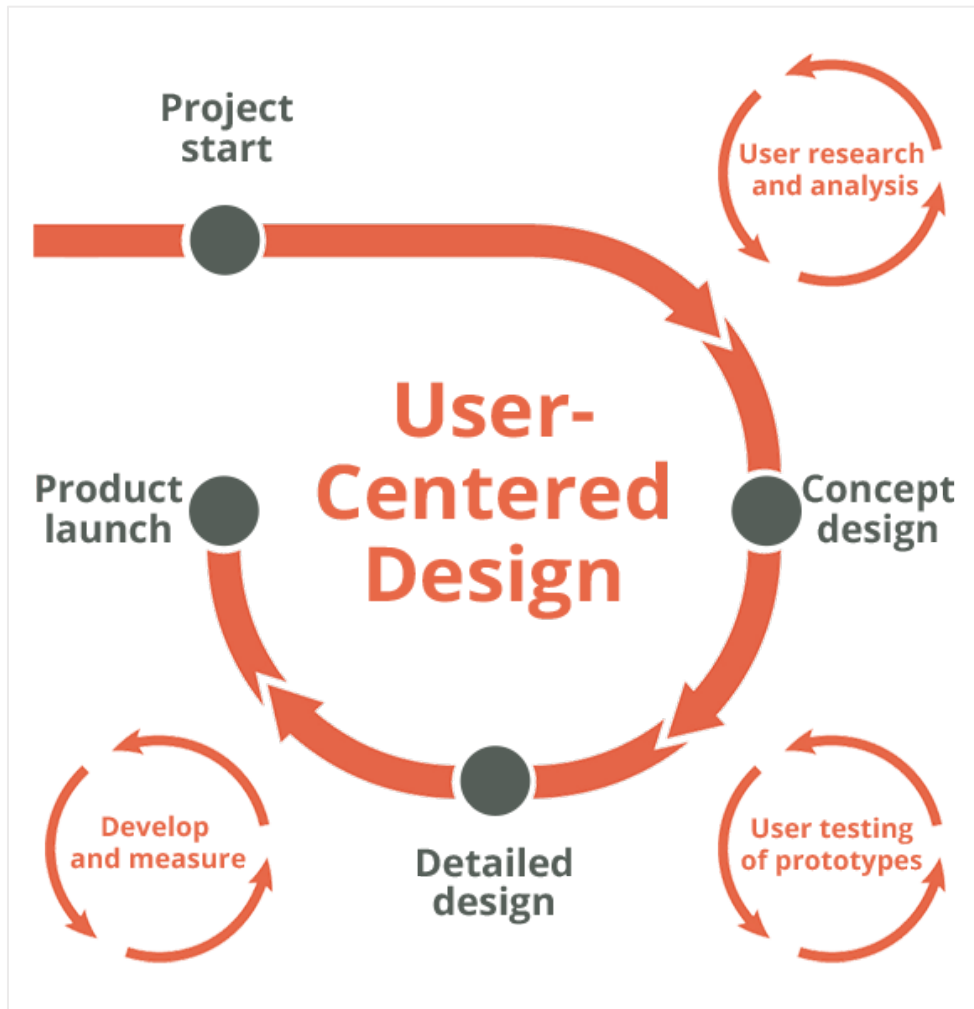
To achieve a “delightful” result (see image to the right), the changes will need to be seen as adding value to the current Trove experience.

To avoid an “aversion” response, it’s vital to **communicate and engage current users throughout design, development and release**. Inform them of upcoming changes in advance. Provide current users the opportunity to get involved in the new Trove, through feedback and/or trials (e.g. Beta launch).

Change isn’t only a challenge for users, it’s also a challenge for internal teams. Engage stakeholders of all levels of hierarchy throughout. Give stakeholders advance notice, allow them the opportunity to get involved in the new Trove.

See this post for more ideas/considerations with change management:  
[Change aversion: why users hate what you launched \(and what to do about it\)](#)

# Next steps for engaging users in design, development and launch



In the Audience Analysis, we've been able to take a deep dive into the minds of current Trove users: their motivations, behaviours, issues, and desires for the future of Trove.

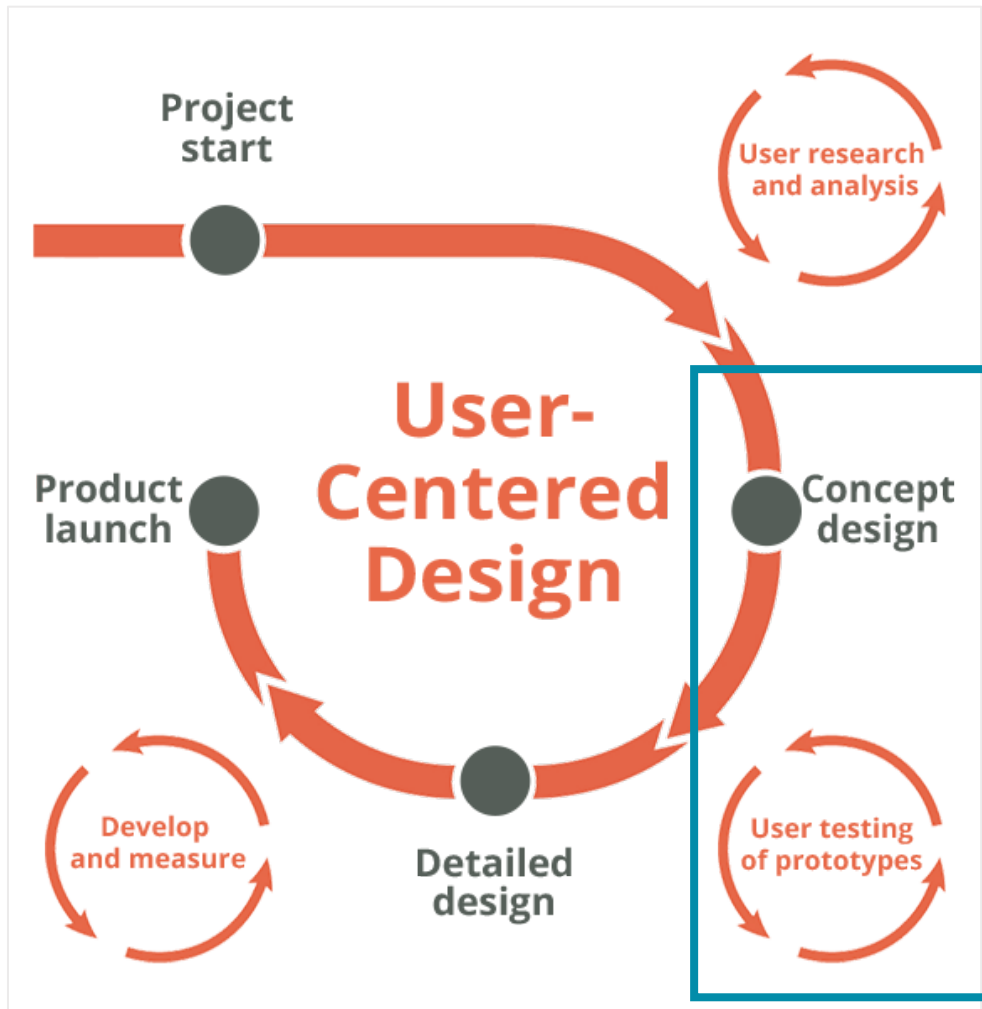
We've been able to understand how prospective users view Trove, and how they see it fitting into their world (if at all).

Now, it's time to begin conceptualising the future brand, visual identity and communications for Trove. **Throughout design and development phase, engage users and prospective users in user testing. This will give direction in design and validate concepts from both value proposition and usability perspective.**

Post-launch, users should be engaged for ongoing measurement and performance.

Bringing users and prospective users along the development journey with you will help ensure success at launch.

# Immediate next steps for the customer engagement



## For the UX redesign of the Trove website:

- Create conceptual designs for the website, including but not limited to the homepage, search results pages, browsing pages, and help/support sections
- Explore optimisations for the information architecture (IA) of the site, including site structure, navigation and location of content
- Engage users and prospective users to get detailed, granular feedback on conceptual designs and the IA

## For the new Trove brand and communications:

- Get internal consensus on the new (or revived) Trove brand
- Create communications and language which match the new Trove brand; explore different communication channels
- Validate the new brand and effectiveness of communications with users and prospective users

# Contact information



## **Objective Digital Holdings Pty Ltd T/As Objective Experience**

ABN 98 123 747 188  
Tel 1300 85 80 15  
Web [ObjectiveExperience.com](http://ObjectiveExperience.com)



## **Your key contact**

Name  
Role  
Email



## **Office address**

401/55 Lime Street  
King Street Wharf  
Sydney NSW 2000

# Appendix



# Methodology – Focus groups



35 participants;  
20 current users  
16 prospective users



10 “Generalist” users  
10 “Specialist” users  
8 Student prospects  
8 mix of CALD/ATSI prospects



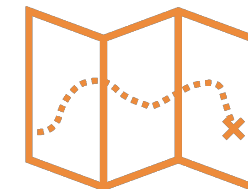
Desktop and large screen to show  
and explore existing Trove site



10 Male  
25 Female



Wednesday 21 February  
Friday 22 February  
Monday 26 February



Session length = 90 minutes  
Prospective users asked to  
search for something on Trove  
for the first time

# Methodology – Survey



400 participants;  
98 current users  
302 prospective users



89 Students  
180 CALD  
9 ATSI



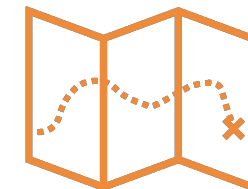
Survey was accessible on  
Desktop and mobile



125 Male  
273 Female  
2 Non-binary



Survey in field from  
March 3- March 25



Survey length = 10-15 minutes  
Prospective users asked to  
search for something on Trove  
for the first time

# Prospective Users: Likelihood of Use

## Students

Rating	No.	% of Total
Extremely Likely - 1	2	3.17%
2		0.00%
3	3	4.76%
4	6	9.52%
5	5	7.94%
6	5	7.94%
7	14	22.22%
8	12	19.05%
9	2	3.17%
Extremely Unlikely - 10	14	22.22%

## CALD

Rating	No.	% of Total
Extremely Likely - 1	12	7.06%
2	6	3.53%
3	8	4.71%
4	12	7.06%
5	20	11.76%
6	15	8.82%
7	25	14.71%
8	28	16.47%
9	14	8.24%
Extremely Unlikely - 10	30	17.65%

## ATSI

Rating	No.
Extremely Likely - 1	
2	
3	
4	1
5	
6	1
7	
8	4
9	
Extremely Unlikely - 10	



# Trove Users: Use, Habits and Preferences

Duration on Trove	No.	% of Total
Less than 1 hour	13	13%
1-2 Hours	51	51%
2-4 Hours	27	27%
4-6 Hours	6	6%
6-8 Hours	1	1%

Frequency Accessing Trove	No.	% of Total
Multiple times a day	13	13.27%
Daily	15	15.31%
A few times a week	22	22.45%
Weekly	10	10.20%
A few times a month	19	19.39%
Monthly	7	7.14%
A few times a year	8	8.16%
Once a year or less	3	3.06%
Just started	1	1.02%

Content Use	No.	% of Total
Newspapers	88	89.80%
Pictures and photos	69	70.41%
Books	44	44.90%
Journals, articles and data sets	43	43.88%
Government Gazettes	42	42.86%
Information about people and organisations	39	39.80%
Maps	33	33.67%
Archived Diaries and/or Letters	29	29.59%
Archived websites	28	28.57%
Locating objects e.g. physical books	26	26.53%
Music, Sound and/or Video	13	13.27%
Lists	13	13.27%

Contribution	No.	% of Total
Downloading content for later use	63	64.29%
Text corrections	55	56.12%
Tagging	28	28.57%
Creating lists	19	19.39%
Uploading content	8	8.16%
Taking part in online forum discussions	8	8.16%
Taking part in social activities with other Trove users	4	4.08%
None of the above	4	4.08%
Merging or splitting works	1	1.02%
Competitions	1	1.02%

# Trove Users: Ease of Using Trove

Ease of using the search feature

Rating	No.	% of Total
Extremely Difficult - 1	0	0%
2	0	0%
3	2	2.04%
4	3	3.06%
5	3	3.06%
6	5	5.10%
7	13	13.27%
8	26	26.53%
9	16	16.33%
Extremely Easy - 10	30	30.61%

Moving from search results to accessing the record/resource/artefact/scan

Rating	No.	% of Total
Extremely Difficult - 1	0	0%
2	0	0%
3	3	3.06%
4	1	1.02%
5	5	5.10%
6	10	10.20%
7	16	16.33%
8	20	20.41%
9	18	18.37%
Extremely Easy - 10	25	25.51%

Finding what I was looking for among the search results

Rating	No.	% of Total
Extremely Difficult - 1	1	1.02%
2	0	0%
3	1	1.02%
4	5	5.10%
5	5	5.10%
6	9	9.18%
7	20	20.41%
8	23	23.47%
9	14	14.29%
Extremely Easy - 10	20	20.41%

Finding related resources about the topic I was interested in

Rating	No.	% of Total
Extremely Difficult - 1	0	0%
2	1	1.02%
3	0	0%
4	3	3.06%
5	13	13.27%
6	10	10.20%
7	20	20.41%
8	19	19.39%
9	17	17.35%
Extremely Easy - 10	15	15.31%

# Trove Users: Learning to use Trove

Time taken to learn Trove

Hours	No.	% of Total
<1	6	6.12%
1	48	48.98%
2	22	22.45%
3	5	5.10%
4	2	2.04%
5	5	5.10%
10	7	7.14%
15	1	1.02%
20	2	2.04%

# Trove Users: Trove and change

Reaction to Visual Change	No.	% of Total
Not at all Comfortable - 1	0	0%
2	0	0%
3	5	5.10%
4	4	4.08%
5	16	16.33%
6	11	11.22%
7	18	18.37%
8	22	22.45%
9	8	8.16%
Very Comfortable - 10	14	14.29%

Notification Period	No.	% of Total
A month before	37	37.76%
A week before	36	36.73%
I don't need any warning	17	17.35%
Up to 6 months before	6	6.12%
A year before	1	1.02%
A day before	1	1.02%

Reaction to Functional Change	No.	% of Total
Not at all Comfortable - 1	0	0%
2	0	0%
3	3	3.06%
4	7	7.14%
5	22	22.45%
6	8	8.16%
7	15	15.31%
8	19	19.39%
9	8	8.16%
Very Comfortable - 10	16	16.33%

Preferred Notification Method	No.	% of Total
Banner on the site	69	70.41%
Facebook/Twitter announcement	52	53.06%
Email notification	51	52.04%
Blog	16	16.33%
Through my local library	8	8.16%
Through my university	7	7.14%
Podcast	4	4.08%
Not required	1	1.02%