**Initial Updated User Profiles**

\* = need more data on this

**Family Historian - First time user**

*’All I wanted to do was search a person’s name to see what came up.*

*Where do I start? Would be good if I knew what area to go into.*

*What instructions?”*

*‘Feeling lost at sea, too much information’*

Percentage of our online audience 39%

User stories

As a newcomer who is looking for records relating to my ancestors, I want to find something with the information I already have so I can build on what I know about my family and past.

As a newcomer I want to know where to go next so that I can continue my research.

 As a newcomer I need reassurance when I am on the right path and that there is support when I need it so I can feel confident as I research.

GoalsThis user is looking for records related to their ancestral history. They are often inspired by shows such as ‘Who Do You Think You Are? And by events such as centenaries.

Age Range broad range \*

Location broad range \*

Visits us at Kew some \*

Frequency of use Low \*

Archival Experience Low \*

Digital Confidence Low-Med \*

Accessibility Nee**d (is this the best term for this)**  Med \*

Potential High - especially if we can whet their appetite for research into other areas/engage them with events/community

Risks

* Market quite saturated already. competitors such as Ancestry and FMP.
* Once they research their history will they have an appetite to continue other research?
* We have a limited number of digitised documents directly related to individuals.

**Family Historian - Repeat/Advanced**

 *‘I find it difficult to balance between putting too much data in the*

*search and getting few if any results and too little data and getting*

*too many results.’*

*‘Many routes into the records, but even with the research*

*guides/advanced search it’s easy to get lost and give up.’*

*"Taking part in the [trial] has made me more aware of the vastness of the*

*resource of the catalogue offers - I have spent more time exploring guides and*

*other collection information than I ever have before"*

Percentage of our online audience 13%

User story

As a repeat user I need the system to be flexible so that I can search in as many ways as possible so that I can find the record that I believe is there.

As a repeat user I want insider tips on how to use the catalogue so that I can be clever with my search.

As a repeat user I need a way of extracting the information I am interested in easily and in an open format so that i can use it how I want.

As a repeat user I want to know what I have already done so I don’t keep repeating the same thing.

Goals *This user is looking for records related to their ancestral history. They usually have done quite a bit of research elsewhere already as well as previously within TNA. Their use of the catalogue is one part of a broad patchwork of research. They usually download and print off documents and file them for reference and use research tools such as spreadsheets (and export their references and documents to them) Mendelay, Zotoro, etc ... to manage their research and create their own database.*

Age Range tends to be middle age and older \*

Location broad range \*

Frequency of use Medium - High \*

Archival Experience medium \*

Digital Confidence medium \*

Accessibility Need medium \*

Potential high \*

Risks Frustration, lack of digitised records, lack of time, other archives/collections/resources

Visits us at Kew Medium\*

**Student - First time user**

*‘It may be because I don't know what to do to find what I am looking for,*

*but I don't know how to find something.’*

*“When you put operation husky in you get 1200 separate files…they’ll just say operation*

*husky with not much detail. Its pot luck. I can only take out 12 files.*

*I’ve taken out 60 files [overall] – I’m not sure what I’m missing"*

Percentage of our online audience 7 %

User story

As a user I need the system to be intuitive because I think I know what I’m doing.

As a user I need the system to be clear about what is happening because I expect it to behave like Google. [search results aren’t prioritised as they are in Google - the most important/ useful aren’t always at the top]

Goals to find records for research project/studies

Age Range 18 - 30 \*

Location \*

Frequency of use Low

Archival Experience Low

Digital Confidence High

Accessibility Need \*

Potential High- if we pique their interest with content or give them an amazing experience they may return and also tell their colleagues/classmates/institutions

Risks If they are frustrated or don’t have task success they will also tell their colleagues/classmates/institutions

Visits us at Kew Low \*

**Educator THIS IS AN AREA FOR FURTHER RESEARCH**

**(eg A- level teacher who use our site for primary sources and educational resources - primary teacher use website for education resources)**

**Need to speak with education re this sector**

Percentage of our online audience 3%

User story

As an A - level teacher I need access to a selection of primary sources that I can curate for my students so that I can support my teaching of the curriculum.

Goals searching for primary sources for lessons (curriculum related)

Age Range 24+

Location \*

Frequency of use Medium\*

Archival Experience Low - Medium\*

Digital Confidence Medium - High\*

Accessibility Need Low\*

Potential High - if they have success. Teacher share resources heavily, both within their institution and the greater education community

Risks same as above

Visits us at Kew Low\*

**‘Dedicated’ Academic (eg university lecturer/PhD student)**

*‘If there was some way to convey a sense of going further up*

*or farther down a hierarchy that would be really useful*

 *- that seems like a really good challenge and if you could*

*do that that would be great - a fundamental concept.’*

Percentage of our online audience TBC \*

User story:

As a lecturer I need to know about what primary sources are available and how to find them for my teaching so I can advise my students in their own research.

As a lecturer I need access to authentic primary sources for writing research papers so I maintain integrity.

As a researcher I need it to be clear which documents will be useful and I need to be able to access them quickly and easily so I can maximise my time at TNA.

Goals *Their use of the catalogue is one part of a broad patchwork of research. They usually download and print off documents and file them for reference and use research tools such as spreadsheets (and export their references and documents to them) Mendelay, Zotoro, etc ... to manage their research and create their own database.*

Behaviours: Builds a list of documentsASAs beforehand, orders as many as possible, photographs documents and digests them at home.

Age Range 25+

Location \*

Frequency of use Medium\*

Archival Experience HIgh\*

Digital Confidence Medium - High\*

Accessibility Need \*

Potential High\* - if we can offer a good service/results in their area of interest and academically relevant events/content. They tend to be willing to work hard on their search journeys/persist - esp as primary sources are so important to them.

Risks Medium\* if we disappoint they may not continue to use TNA.

Visit us at Kew Medium\*

**Professional Researcher**

**(eg paid to research a topic for a client)**

*‘Your search engine is quite good once you get used to it.*

*You build your knowledge base.’*

*‘If you know how to use [Discovery] it’s better than you think it is”*

Percentage of our online audience 7%

User story

As a paid researcher I need to be able to find records quickly because I have a set amount of time to allocated to this particular job.

As a paid researcher I need to be sure I found everything I can on the subject I’m researching so I can confidently tell my client.

Goals To find records relating to a particular subject for work or a paying client.

Behaviours: They have a set topic for research and they use the same format/happy path/ habits when performing research. Focussed. They know what they want and how to get it. Not open to distraction.

Age Range 25+\*

Location London-centric \*

Frequency of use High

Archival Experience Medium- High

Digital Confidence Medium - High

Accessibility Need \*

Potential Medium- High

Risks Medium - if we change things so their ‘set’ ways of working no longer bring back results for them they will be frustrated.

Visit us at Kew Medium- High\*

**Other personal interests- first time user**

**(eg local history)**

 *‘Tends to believe this will be the only record and needs encouragement*

*to continue searching, does not take information from the first record*

*to aid further searches.’*

Percentage of our online audience 17%

User story

As a new user I want to know that i can find out about other local archives through Discovery so I can plan my research

As a new user I need support and encouragement when I get few/zero search results so that I persevere with my research

Goals To find records relating to their area of interest be it local history, an event (Peterloo) or a subject (Suffragettes)

Interests Wide ranging and personal

Age Range tends to be middle aged and older \*

Location \*

Frequency of use Low\*

Archival Experience Low\*

Digital Confidence Mixed\*

Accessibility Need \*

Potential High - if they enjoy their first experience they will most likely return - esp as they are usually at the start of their research journey. And they may tell others (friends/family/local groups)

Risks High - May be discouraged after first attempt due to frustration with search experience, lack of digitised records, missing content, poor descriptions

Visit us at Kew Low\*

**Other personal interests - repeat/advanced user**

*‘I kept on trying and trying and trying’*

*‘It is easy to start a search but not always easy to understand the*

*results. They are clear enough if you are used to archives*

*and also how the old catalogue was used.’*

*‘never reads all the TNA guidance info - (research guides)*

*someone just told him how to access the records he*

*wants and he just does that for every search’*

Percentage of our online audience 6%

User story

As a repeat user I need a way of extracting the information I am interested in easily and in an open format so that i can use it how I want.

As a repeat user I want to know any new or relevant records relating to my research that are opened/released so that I can be on top of my subject.

Goals *Their use of the catalogue is one part of a broad patchwork of research. They usually download and print off documents and file them for reference and use research tools such as spreadsheets (and export their references and documents to them) Mendelay, Zotoro, etc ... to manage their research and create their own database.*

Interests Wide ranging and personal

Age Range \*

Location

Frequency of use Medium\*

Archival Experience Medium - High\*

Digital Confidence Medium\*

Accessibility Need \*

Potential High - if they find even a slight scent of what they are looking for they will pursue it doggedly. They are passionate and committed to their topic and to discovering information about it - esp if it is something new. They are curious but focused.

Risks Medium - once their information quest as been achieved they may not need to use us again, at least for a while. They will use lots of different sources - TNA is a part of a bigger picture of research. If we change things too much they may be frustrated as they have a very precise way of working.

Visit us at Kew Low\*

**Invested Loyals**

Percentage of our online audience TBC \*

User story

Goals Appetite for in-depth personal research on varied subjects

Interests varied

Age Range tend to be retired\*

Location tends to be local but not neccesarilly\*

Frequency of use High \*

Archival Experience Medium - High \*

Digital Confidence Medium \*

Accessibility Need Medium - High \*

Potential High \* - They already are invested in us and believe in what we do and hopefully will develop along with us.

Risks High \* - Alienation by innovation - they love TNA how it is and are very invested in this.

Visit us at Kew High\* - 1 in 6 of these are TNA Volunteers

**International Users**

Percentage of our online audience 25%

User story

As an international user I want to get as much as possible online so that I can conduct research from wherever I am.

As an international user I need language to be clear so that it is not a barrier to my research.

Goals

Interests varied, family history and military type records still the most popular (GA)

 International users are twice as likely to be academics than UK users\*

Age Range 15% are under 30\*

Location Abroad

Frequency of use \*

Archival Experience \*

Digital Confidence Medium - High \*

Accessibility Need Medium\*

Potential Medium \*

Risks Medium \*

Visit us at Kew Low

**User Profiles gather insights for:**

**Non-users - potential**

**One time user (transactional)**

**Creatives (writers/artists/designers/filmmakers)**

**Culturally curious (those who attend museums etc)**

**Specifically Inclusive Profiles**

**Diverse incomes**

**Diverse accessibility needs**

**Diverse ethnicities**

**Diverse education levels**

**Diverse digital confidence (assisted digital)**

**FIRST TIME USERS - GENERAL**