



1

INFORMATION NEED

Key user stories

Family Historian (39%)

First time user

"I am looking for information 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"

'Dedicated' Academic (% unknown)

University lecturer/PhD student

"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"

Professional Researcher (7%)

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

Educator (3%)

"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"

2

CHOOSING A SEARCH SOURCE

Key metrics

New user

- 10% new users start with Discovery as a search source
- 56% of users start with Google as a search source

Existing user

- 29% experienced users start with Discovery as a search source
- 25% of users start with Google as a search source

Common pain points

- Confusion between searching our website, our catalogue and external sources

3

FORMULATING A QUERY

Key metrics

New user

- 10% of new users use Discovery as their search source
- 96% of them continue their journey from this point

Common pain points

- Single search box is misleading and sets unrealistic expectations - makes it look as easy as 'Google'



Search user



- Over 99% of them continue their journey from this point

get them closer to their goal

- Lack of support for new users
- Not clear what or how much TNA holds

4

REVIEWING RESULTS

Key metrics

New user

- 12% of new users get to this point
- 35% use filters
- 10% paginate the results pages

Existing user

- 26% of experienced users start their Discovery journey here suggesting they have been directed here by a search tool from: research guides, referring sites such as Ancestry and FindMyPast or have previously saved a search
- 65% use the filters
- 19% paginate the results pages

12% (48K) new users view a search results page each month. 35% of these users apply a filter. 9% of these users paginate search results pages

Common pain points

- Too many results returned
- results don't match user's expectations
- No explanation provided about what the results are
- Filters are not easy to find or use

5

UNDERSTANDING THE RECORD

Key metrics

New user

- 70% of new users start their Discovery journey at this point
- 27% do not interact with the page or continue with their journey - this is the bounce rate

Existing user

- 34% of experienced users start their Discovery journey here
- 32% do not continue with their journey - This could be a "good bounce" i.e. I've found the information I need or do not need and there is no need to continue at this point

Common pain points

- Users don't know what they are looking at
- Users are confused by hierarchy as not familiar with structure of Archival data
- No support provided to help users understand what they have found

6

ACQUIRING THE RECORD

Key metrics

New user

- 8% of new users acquire the record

Common pain points

- Too many 'access' options offered with little explanation
- Hard to understand all the different options available to access a record



ASSESSING THE CONTENT OF THE RECORD

Key user stories

New user

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Aliquam ut porttitor leo a diam sollicitudin.

Existing user

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Aliquam ut porttitor leo a diam sollicitudin.

Common pain points

- Volume of research guides available
- Usability and digestibility of research guides and other content provided
- lots of unconnected interpreted content