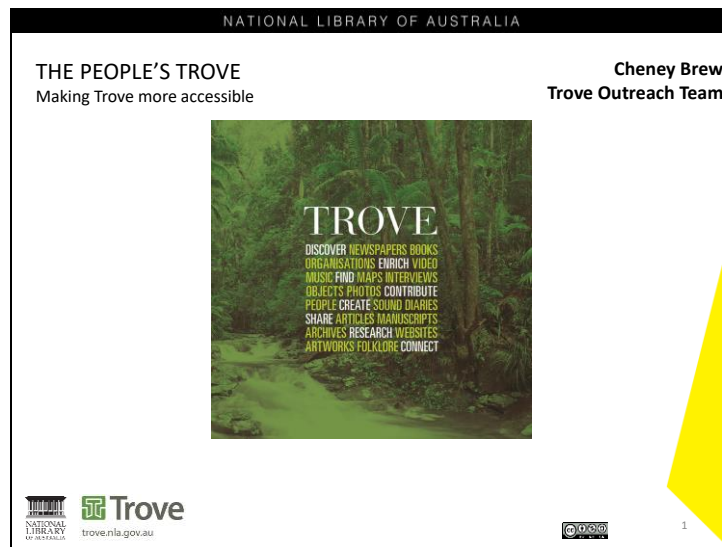


Slide 1



I'll start with a quick description for anyone who hasn't heard of Trove before – Trove is Australian, it's for everyone, and it's free.

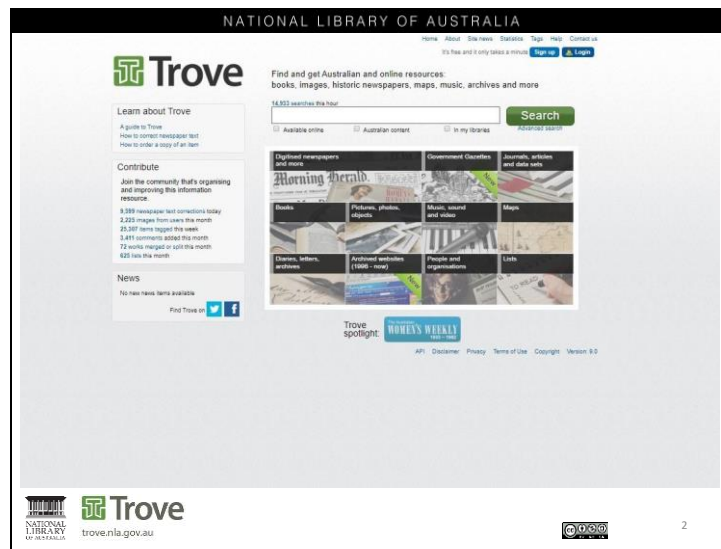
More specifically, we're a collaboration between the National Library and many other Australian organisations. You can use Trove to find lots of online, full-text items and records of items held by other organisations.

We're best known for our enormous collection of digitised Australian newspapers dating back to 1803. But we have lots of other things too.

To me at least, that sounds exciting. But the problem we're currently trying to solve is that our website doesn't share that excitement with people visiting the site. We're not great at showing people what Trove's about, and what it can do.

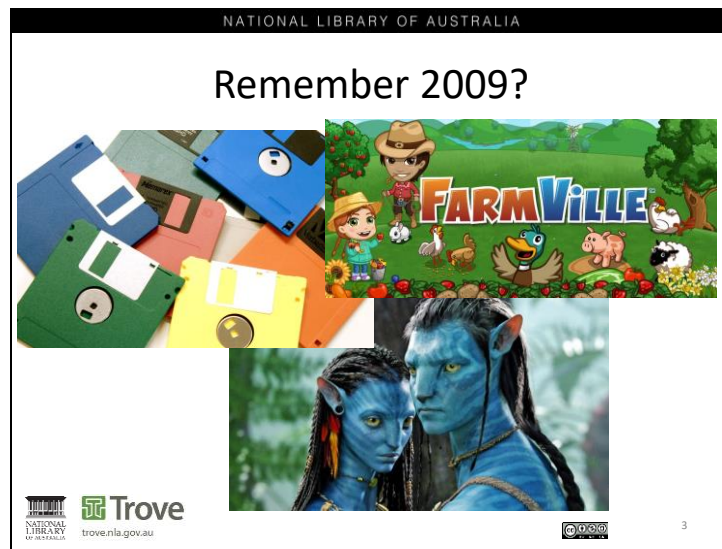
This is what you currently get when you go to Trove:

Slide 2



Fixed content that is very difficult to change, teeny tiny font, lots of grey, and no clear idea where anything is from. It's not mobile responsive and it doesn't hit a lot of accessibility criteria.

It's looked like this, more or less, since Trove launched in late 2009.



To give you some perspective, let me briefly take you back to 2009. Sony was still selling floppy disks in 2009 – 12 million of them actually. But it's understandable you may not have known this, because you were too busy being blown away by the special effects of *Avatar*. Or just busy harvesting your digital strawberries in Farmville.

In any case, I think we can agree that Trove's due for an update. It's been a long time, but to be fair to Trove, *Avatar's* only just gotten around to making a sequel.

The project to update Trove began back in late 2016, when the National Library received funding from the Federal Government's Modernisation Fund. And the first thing we did was start asking people what they thought about Trove, and what they'd like to see change.

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Over 3,000 conversations (so far):

- Surveys
- Roadshows and community consultations
- Focus groups on usability and draft designs
- Online testing – card sorts and A/B tests
- One-on-one prototype testing sessions
- Mapping “clicks” to items with the Trove Atlas
- Staff workshops
- Trove Redesign Community of Practice

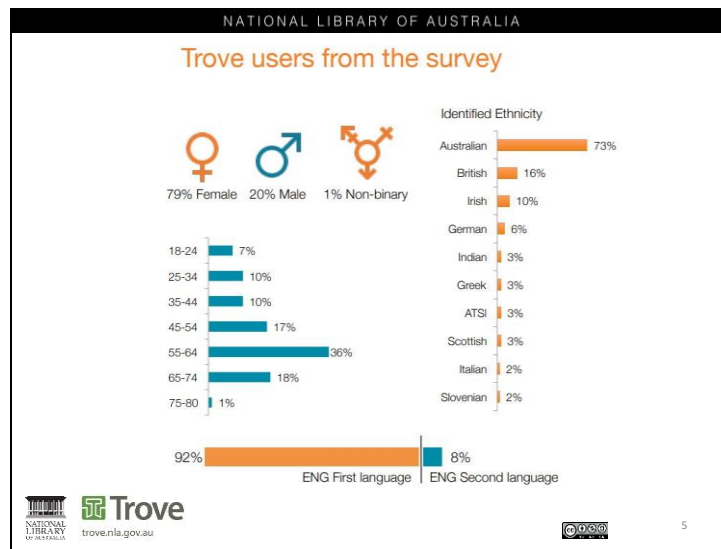
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 4

So we’ve been talking to a lot of people through a wide range of in-person and online activities. The people we’ve talked to include those who use Trove every day, all the way to people who’ve never heard of us before.

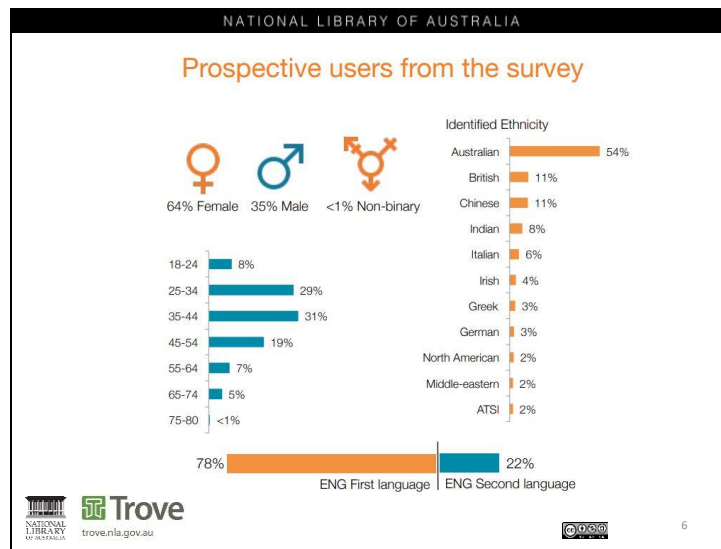
This last group was particularly interesting for me to talk to and hear about. As part of my job, I talk to a lot of people who are regular Trove users, but understandably, we’re not regularly in touch with people who don’t know about us.

Slide 5



Here's a sample of who we were talking to – this is from a focus group session and survey. Even though it's one activity, this group is fairly representative of current users of Trove. Most are over 45, with the same amount of users between the age of 65-74 than there are under 35, and the overwhelming majority speak English as a first language at home.

Slide 6



Here are our prospective Trove users for the same activity. As you can see, it's a very different age group. It's a bit more linguistically and culturally diverse, and the ratio of male/female is closer to what we'd expect in a wider sample of our users. Here were some things we learned during our research:

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Current users told us:

- Trove took up to 10 hours to learn to use.
- They still thought they were missing out on finding everything they wanted.
- Were very keen for additional tips and tricks.
- Wanted to be involved in the redesign.
- Trove is not culturally safe for First Australians.

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 7

People who already use Trove:

Taking up to 10 hours to learn to use the site

Never being certain if they were doing things the right way

Feeling Trove was very valuable but they had to dig for the gold

They were interested in the idea of Trove changing (and had lots of suggestions), but also said they'd need a lot of time to get familiar with the changes and wanted to be consulted on what was happening.

We also began hearing from people, including staff at the Library, that Trove wasn't a culturally safe place for First Australians.

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Non-users told us:

- They weren't sure what Trove's purpose was.
- If anyone could contribute, how could they trust it as a source?
- Didn't know if it was updated regularly.
- It was hard to navigate.
- Not culturally safe for First Australians.



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8

And here are the kind of things we heard from people who weren't using Trove yet: They didn't know what Trove was for – it looked like a government site, it's purpose wasn't obvious. One particularly kind individual said that it was “yuck” and “probably for old people”.

Some people got the message that Trove wasn't just about the National Library, but wondered if just anyone could contribute, and if it was trustworthy.

A really big question was if people could find anything in there for them.

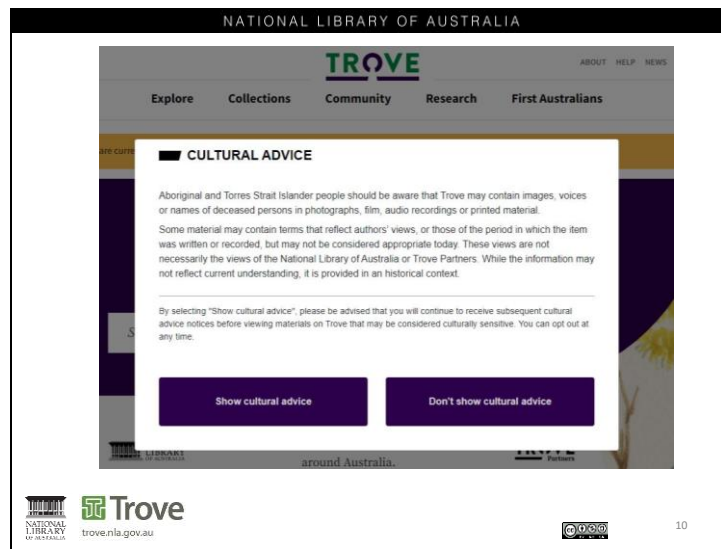
The interesting thing about these people were that we didn't just recruit anyone keen for a focus group. These non-users of Trove were students, teachers, researchers and people who had identified interests in genealogy, Australian history or related topics. Trove was very much created with them in mind.

You can see I've also mentioned again on this slide that Trove wasn't culturally safe. What I mean is that people exploring Trove were regularly coming across images and descriptions that required additional context, warnings, or even restrictions.



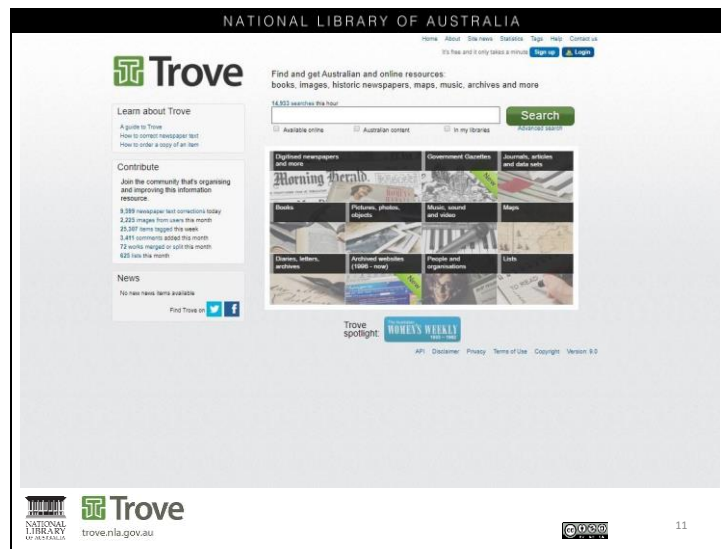
A big part of redesign work has been done by our Indigenous Project Officers at Trove. Here's a photo of them onscreen – Hollie Gill and Alison Lubransky-Moy. Their work involves making Trove more accessible for First Australian peoples and communities. This includes adding cultural warnings, the ability for Trove users to report culturally sensitive content, and the addition of Austlang codes which allows users to search for content in Aboriginal and Torres Strait Islander languages. There is also a focus on increasing and showcasing the amount of content on Trove that relates to First Australians. Allison and Hollie, have been travelling around the country visiting First Australian communities and peoples to discuss these enhancements. This is one of the reasons why they're not able to present their work with me today.

Slide 10



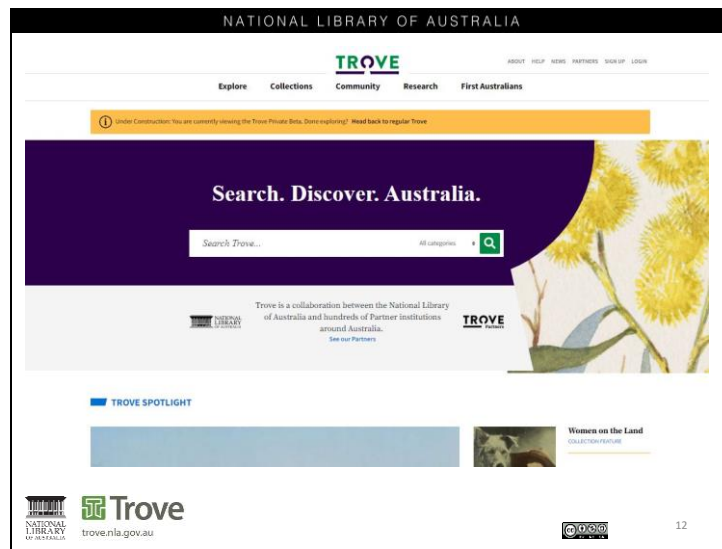
On the screen now is the cultural warning which gives users the ability to opt in or out of further warnings, which is the first element we've implemented. There's a lot more to come, and I'm happy to take questions about it, but I might have to take them back to the Trove team because this isn't my work.

Slide 11



I'd like to show you a few more examples of what we've been working on, so here's current Trove again as a reminder...

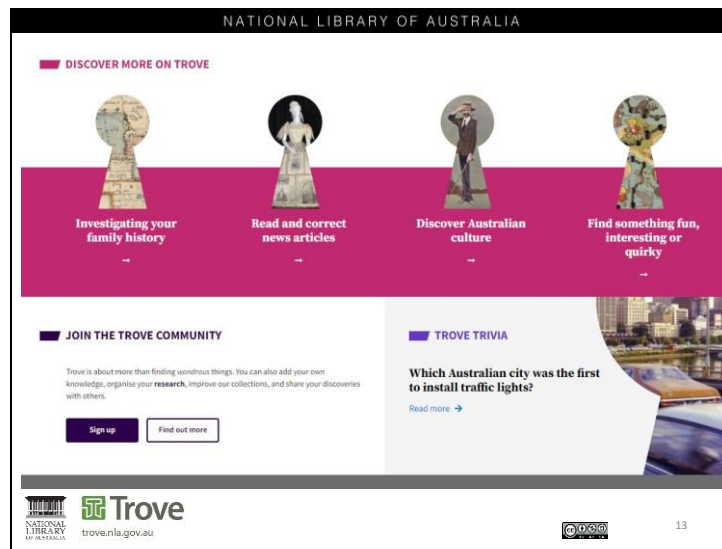
Slide 12



And here's where we're up to with our homepage. It's more accessible, in terms of government accessibility guidelines – better contrast, more legible, screen readable fonts, and will be device responsive.

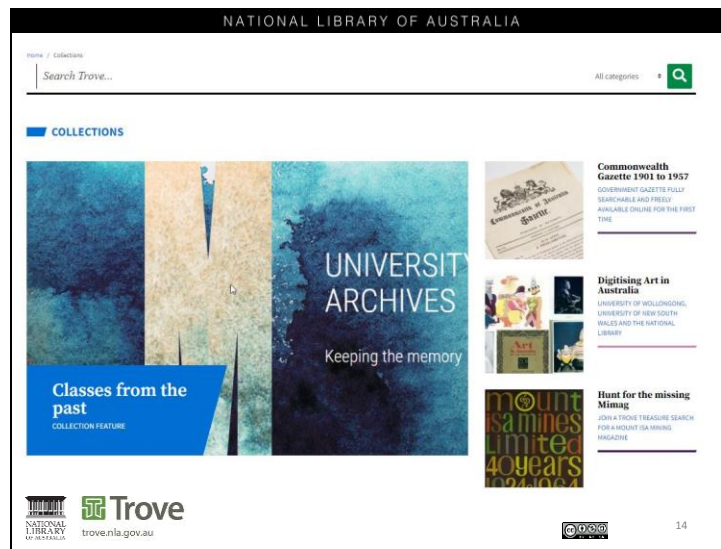
We also talk about Trove as a collaboration here, but make it clear that the items and records are from our Partners, not individuals. And you can find out more.

Slide 13



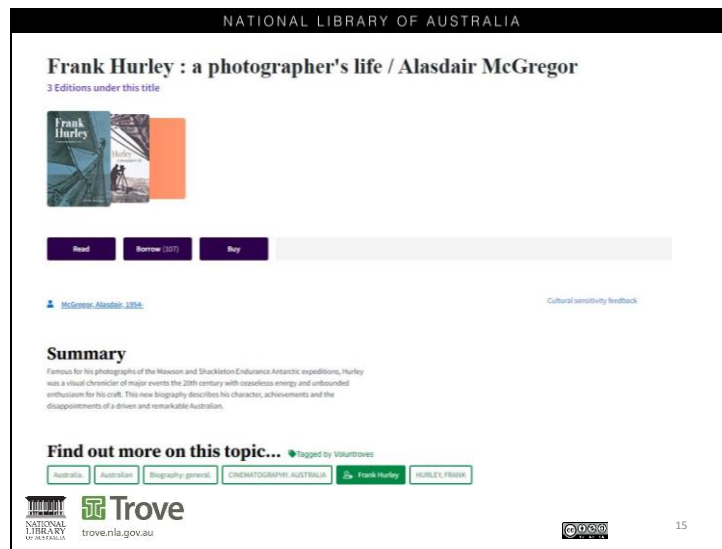
We're also trying to provide people more opportunities to show people what's in Trove and what they can use it for on the front page.

Slide 14



We've got a lot more space on our pages to teach people about Trove, but to also promote collections, events and blogs from our Partners. So if your organisation contributes to Trove, we want to make room for you here.

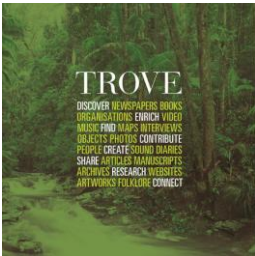
Slide 15



And I'll end by showing you one of our item records that we're working on. You can see we've moved the actions – Read, Borrow and Buy, up to under the item thumbnail so people can see their options and access them faster. We're still working on moving a lot of that crucial information up.

Slide 16

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- ✓ Trove Public Preview mid February 2020
- ✓ Trove launch mid 2020

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 16

We're not quite finished yet, but we're heading towards a public preview in February, where we're going to open up the new design and start helping people get comfortable with the changes. Our launch is planned in mid-2020. If you'd like to stay in touch, especially in the lead up to the preview, I've included our social media details on the page. Thanks for listening!