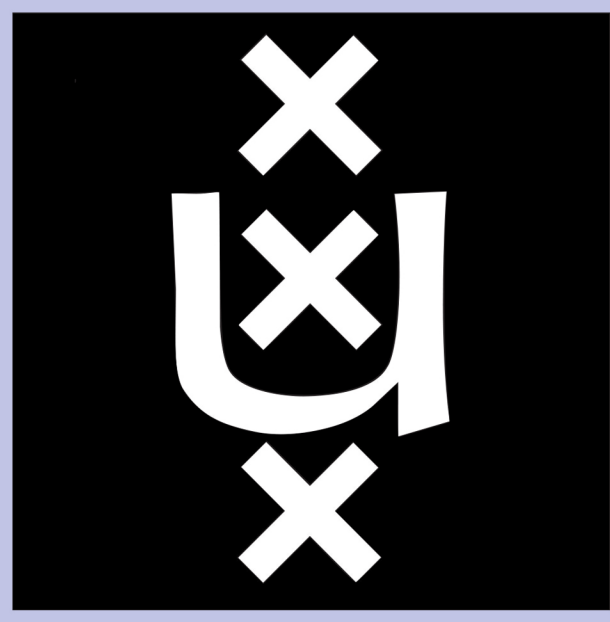


# Optimizing Explorative Search for the Needs of Media Professionals: The DIVE+ Use Case

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## Exploratory Search & DIVE+

DIVE+ is an exploratory search browser that facilitates a serendipitous browsing experience by means of **events-enriched Linked Data**. The semantic linkage of heritage objects and collections, and the visual representation of this, helps users to **interpret, understand, and make sense of heritage collections**. Users are guided in their explorations by means of **personal narratives**.

## Research aims

**User studies** have helped the DIVE+ project team to continuously alter and improve the browser, in order to provide the most optimal support for the users. The current research investigated the usefulness of DIVE+ for one specific user group: **media professionals**. The goal was to improve our understanding of the exploratory search practices of media professionals, finding out if DIVE+ is useful for media professionals, and making recommendations for the DIVE+ interface

## Methodology

A wide range of **user studies methods** was adopted, both with media professionals and with existing user groups of DIVE+. This allowed us to assess thoroughly the experiences of potential end-users of the browser. In a workshop setting, **expert users were invited to test DIVE and share their experiences**. Methods used included focus groups, simulated work tasks, questionnaires and more.

## *Is DIVE+ useful for media professionals?*



## *Assessing DIVE+ user experience*



## Findings

The data from the workshops showed that media professionals have a set of search needs, which are heavily influenced by **work-related constraints**. When they search, the tool should be time-efficient to use, there should be enough information available that describes collections and objects, the information should be transparent and verifiable, and there should be options to tailor the search to the specific needs of the media professional. DIVE+ was found to be **lacking support for these search needs**, resulting in some usability problems.



## *Identifying issues & potential solutions*

## Conclusions

Currently, the narratives, events, and serendipity in DIVE+ are of limited support to the exploratory search requirements of media professionals. Though users can see the potential of the various features, **practical use is limited**.

The biggest and most pressing challenge right now, especially for media professionals, is to **increase transparency of the tool**, so that users are better able to understand what is presented to them, and why it is presented to them. The current research presented some recommendations to improve the browser, and future user studies are encouraged to test whether these adaptations lead to a browsing experience that is more suitable for the (practical) needs and wants of the end-users.