

| Who are we designing for? | Motivation & Scenario | Feature | Behaviors |
|---------------------------------|---|---|---|
| Professional TV Producer | <p>Motivation: Find specific footage for online publication</p> <p>Scenario: Has an online production in mind, needs reproducible production elements</p> | <ul style="list-style-type: none"> Quick search Keyword browse list Collections name browse list OCG MIC link Technical services contact email or phone Rights and citation information | <ul style="list-style-type: none"> Enters term into Quick search, then Keyword search. Reviews results, reads about a collection in MIR text and checks out OCG info if any. Captures text. May go to MIC for item-level basics. (sketchy). Or goes straight to OCG based on prior experience and recollection. Follows up with Tech services staff for sample video. Fee involved. |
| | <p>Motivation: Research general topics for online development, preparing pitch to colleagues or funder</p> <p>Scenario: More general research for future</p> | <ul style="list-style-type: none"> Special Topics browse list Keyword browse list Loan list Technical services contact email or phone Rights and citation information | <ul style="list-style-type: none"> Follows Special topics links such as “Early film pre-1920.” Reviews results, reads PDFs or text. Reviews loan list, contacts Member services or Tech services for loan DVD and further direction with research. (In future, goes from topic results to streaming and downloadable video.) |
| | <p>Motivation: Find specific footage</p> <p>Scenario: Review of past work, materials now at NHF</p> | <ul style="list-style-type: none"> Organization name browse list (To Do: create local list) Collections names list Quick search Link to MIC with Northeast Historic Film search Contact link email or phone | <ul style="list-style-type: none"> Clicks on “Organization Name” or Quick search “Organization Name” or Collections names. Reads stories about “Organization Name” materials. Prints or captures story, follows up with Tech services. May use MIC for item level overview, http://mic.loc.gov |
| Educator | <p>Motivation: Cite NHF educational resources for proposals to government and foundation funders</p> <p>Scenario: Seeking funding for professional development</p> | <ul style="list-style-type: none"> Article type Quick search Rights and citations | <ul style="list-style-type: none"> Clicks on “Article type: Education,” reads about past NHF education work, captures text, uses formatted citation to accompany text. |
| | <p>Motivation: Find specific footage for curriculum development for use in workshops</p> <p>Scenario: Discussions with teachers and curriculum developers, staying on top of media literacy and subject content</p> | <ul style="list-style-type: none"> Keyword browse list OCG Loan list (now PDF only, should be live http://www.oldfilm.org/ borrow) Loan list “Maine Studies” browse list with loan titles – cross reference with MIR stories? Windows on Maine link Rights and citations Contact link email or phone | <ul style="list-style-type: none"> Searches on Keyword such as “Fisheries.” Reviews story, follows link to Loan list, borrows DVD. Scrolls through Maine Studies terms in Loan cross-referenced with MIR articles. Reads stories, borrows DVD or views video online. (To Do: Index MIR to Maine Studies list) |
| | <p>Motivation: Mention (link to) NHF resource</p> <p>Scenario: Refreshing resource list for educational community in Maine</p> | <ul style="list-style-type: none"> Create RSS connection Download PDF Create link to MIR Online search page | <ul style="list-style-type: none"> Checks on MIR Online home page, follows a few links to check reliability, writes a short blurb and posts URL (e.g. to Mainelearns.org and blog). |
| | <p>Motivation: Review NHF and MLTI involvement</p> <p>Scenario: Updates for Digital Maine Learning Group meetings, media literacy development</p> | <ul style="list-style-type: none"> Article type Quick search Refine search Live MIR text Links to Roundtables at NHF, http://www.oldfilm.org/education_roundtables | <ul style="list-style-type: none"> Enters “Article type: Education,” and refines with “Maine Learning Technology Initiative” from Organizational list. Alternatively, enters “MLTI” in Quick search. Reads articles in chronological order from earliest to most recent. |
| User with Topical Interest | <p>Motivation: Curious about a topic such as old movie theaters, logging, railways</p> <p>Scenario: Fratzing around the Internet</p> | <ul style="list-style-type: none"> Keyword browse Article type: Distribution MIR articles as text files Online store link http://oldfilm.org/store/ Loan PDF (loan live when available on oldfilm.org) | <ul style="list-style-type: none"> Lands in MIR Online from a Google search. Reads the first story offered from a text file, wanders further into the site, clicking to explore. Goes from MIR Online to online store when the topic is Rail, Woods, or another topic well represented in distribution. |
| | <p>Motivation: Determine breadth of regional coverage</p> <p>Scenario: Casual visitor wondering what, indeed, Northeast Historic Film does and whether NHF might help them with their particular interest</p> | <ul style="list-style-type: none"> Keyword browse list Place names browse list Genre list Sample video (Flash window) NHF [home] (Should dropdown browse lists also exist as text or PDF files for user convenience and offline reference?) | <ul style="list-style-type: none"> Lands in MIR Online from www.oldfilm.org (directed from Library of Congress or other highly trafficked site) Clicks to start sample video, watches for a minute, clicks on one or two of the additional video sources below. Then goes to keyword search, looks at results but doesn’t read much. Then tries Genre and Place. Goes out via www.oldfilm.org membership or other NHF link. |
| | <p>Motivation: Looking for intersection of moving image and text resource with personal interests</p> <p>Scenario: More focused visitor with a regional interest. Has time to do some reading.</p> | <ul style="list-style-type: none"> Sample issue as PDF Outquotes Special topics list Email/Forwarding utility | <ul style="list-style-type: none"> Lands inside MIR Online site from Google search, clicks on sample MIR and reads online or prints to read. Clicks through a few Outquotes and passes them on to friends. Follows one or more keyword searches. |
| User with Geographical Interest | <p>Motivation: Look up a town the user is connected to (lives in, came from, is visiting or about to visit)</p> <p>Scenario: Tourist seeking information on the place they have landed or are thinking of visiting</p> | <ul style="list-style-type: none"> Browse list of Place names Introduction and “How to use” | <ul style="list-style-type: none"> Selects particular town in browse list, scans results, picks article and reads it in text version Goes on to Collections indexed by geography, views sample from video source, e.g., Stillman film, Southwest Harbor. |
| | <p>Motivation: Read about NHF footage with town coverage</p> <p>Scenario: User landing from www.oldfilm.org or another part of MIR Online wants to determine geographical coverage of archives</p> | <ul style="list-style-type: none"> “About us” information (with maps)? | <ul style="list-style-type: none"> Clicks on “About Us” and reads about northern New England coverage. This page contains some sample geographical stories, e.g., Lubec with video clip (YouTube?), Windows on Maine, articles Access Place names from About us Cross-index Collections with Place names (see OCG) |
| | <p>Motivation: Find related information at partner organizations</p> <p>Scenario: Teacher or individual with a “local place” focus</p> | <ul style="list-style-type: none"> Federated search function (later?) MMN Town name list http://www.mainememory.net/user/search_towns.shtml Windows on Maine map http://windowsonmaine.library.umaine.edu/map_search.aspx | <ul style="list-style-type: none"> Visits Place names, can view MIR stories. Then from MIR text can go to MMN town list, WOM interactive map. Place names cross-indexed with Collections. Eventually incorporate GNIS, Geographical Names Information System |