



# Quality of Cultural Websites MINERVA achievements

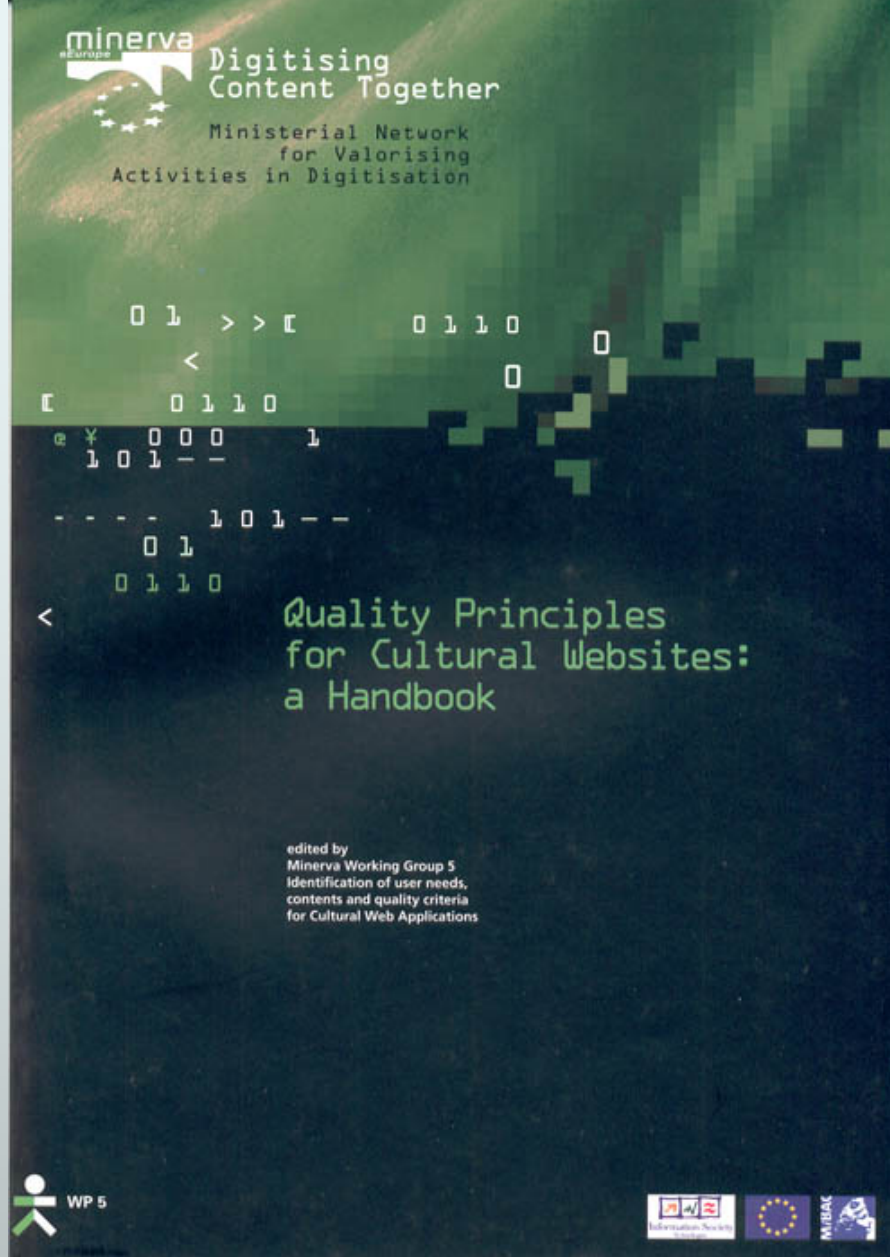


Ministerial NEtwoRk for Valorising Activities in digitisation



# Handbook for Quality in Cultural Web Sites: Improving Quality für Citizens

<http://www.minervaeurope.org/publications/qualitycriteria.htm>



# Quality Principles for Cultural Websites: a Handbook

[http://www.minervaeurope.org/publications/qualitycommentary\\_en.htm](http://www.minervaeurope.org/publications/qualitycommentary_en.htm)



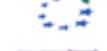
## European Cultural Website Quality Principles



Celebrating European  
cultural diversity  
by providing access  
to digital cultural content for all



minerva



- transparent
- effective
- maintained
- accessible
- user-centred
- responsive
- multi-linguality
- interoperable
- managed
- preserved

Edited by the Minerva Quality Working Group  
WPS - Identification of user needs, content  
and quality framework for common access points

Coordinator of the European Minerva Working Group:  
Ministère de la Communauté française de Belgique

Coordinator of the Minerva project:  
Ministero per i Beni e le Attività Culturali, Italy

## Postcards

<http://www.minervaeurope.org/publications/tenqualityprinciples.htm>





# European Cultural Website Quality Principles

Celebrating European  
cultural diversity  
by providing access  
to digital cultural content for all



## A good quality cultural website must:

- be **transparent**, clearly stating the identity and purpose of the website, as well as the organisation responsible for its management
- select, digitise, author, present and validate content to create an **effective** website for users
- implement quality of service policy guidelines to ensure that the website is **maintained** and updated at an appropriate level
- be **accessible** to all users, irrespective of the technology they use or their disabilities, including navigation, content, and interactive elements
- be **user-centred**, taking into account the needs of users, ensuring relevance and ease of use through responding to evaluation and feedback
- be **responsive**, enabling users to contact the site and receive an appropriate reply. Where appropriate, encourage questions, information sharing and discussions with and between users
- be aware of the importance of **multi-linguality** by providing a minimum level of access in more than one language
- be committed to being **interoperable** within cultural networks to enable users to easily locate the content and services that meet their needs
- be **managed** to respect legal issues such as IPR and privacy and clearly state the terms and conditions on which the website and its contents may be used
- adopt strategies and standards to ensure that the website and its content can be **preserved** for the long-term

due\_pavese

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<http://www.minervaeurope.org/userneeds/qualityprinciples.htm>

<http://www.minervaeurope.org/publications/tenqualityprinciples.htm>



# Postcards



# Museo & Web

Prototype for a web site for small and medium sized museums. - Microsoft Internet Explorer

Adresse [http://www.minervaeurope.org/structure/workinggroups/userneeds/prototipo/museoweb\\_e.html](http://www.minervaeurope.org/structure/workinggroups/userneeds/prototipo/museoweb_e.html)

Google museo&web

**minerva eEurope**

## Museo&Web

Planning Kit for a Quality Site for Small and Medium Sized Museums

WP5 Italia

MINERVA - contact - feedback

versione italiana

- structure and contents
- tutorial
- quality check

• models

This project grew from the working group WP5 Italia "Identification of user needs and quality criteria for common access" in the Minerva Project. It was realised by the study Commission for the creation of a prototype for public cultural web sites. This prototype is to be used as a reference model by small and medium sized museums intending to create a Web site.

The technical realisation of this model follows the guidelines contained in the **Handbook for Quality in Cultural Web Sites** and the **European principles for quality in a cultural Web site**, both of which were defined by the European MINERVA project.

There are 22 requisites for accessibility as defined in the [Study on the guidelines for technical requirements and the various levels of accessibility and the technical methods for verifying accessibility](#). This is considered the technical base for the [decree issued on 8 August 2005](#), according to law n. 4 of 9th January 2004; **Instructions to favour disabled access to digital tools** (c.d. Legge Stanca). The site is in XHTML 1.0 with templates.

In full respect of the rules of accessibility, the structure of the site allows for browsing of contents independently of the type of technology used. It can be navigated via assistive technologies and the characters can be enlarged. The graphics of this prototype were set using tones of grey and are deliberately "neutral". Users can thus adapt the prototype to the specific graphic

APPLICATIONS FOR MUSEUM&WEB

- Archaeological Documentary Archives

PRESENTATION SEMINAR

- 16 December 2004, Rome, Ex Chiesa di S. Marta

[http://www.pubbliaccesso.gov.it/biblioteca/documentazione/guidelines\\_study/index.htm](http://www.pubbliaccesso.gov.it/biblioteca/documentazione/guidelines_study/index.htm)

Internet

[http://www.minervaeurope.org/structure/workinggroups/userneeds/prototipo/museoweb\\_e.html](http://www.minervaeurope.org/structure/workinggroups/userneeds/prototipo/museoweb_e.html)



## Multi-linguality – introduction and commentary

### VII Quality Principle:

***” A quality website must be aware of the importance of multi-linguality by providing a minimum level of access in more than one language”***

Websites are a means for the public to **access** online cultural heritage.

**Language can be an important barrier to access.**

The website owner should focus on providing as much as possible of the website in as many (and as popular) languages as possible.

At a basic level: outline of the content and purpose of the website in at least one other official language of the EU.

Multi-linguality should be **planned at the earliest stage** of website design.



## Multi-linguality check list (excerpt)

	Yes/	No/	n.a.
<b>Some site content available in more than one language</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Some site content available in sign language</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Some site content available non-EU immigrant languages</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Site identity and profile available in more than 1 language</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Site core functionality available in more than 1 language</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Static content available in more than one language</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Simple switching between languages</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Site structure and user interface independent of language</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Multi-linguality policy exists &amp; drives <u>multi-lingual</u> aspects</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Multi-linguality reviews take place on site</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>





## Multi-linguality – practical test

1. Does the site have any multi-lingual content ?
2. Does the site identity and profile material appear in more than one language ?
3. Is there any material presented in sign language ?
4. Is there any material presented in non-EU languages which are used by immigrant populations ?
5. Is the site's non-static information available in multiple languages ?
6. Is the static (cultural) information available in more than one language ?
7. Is the site structure logically separate from the language in use ?
8. Was multi-linguality planned into the site from the very start ?
9. Does the site have a stated multi-linguality policy ?
10. Is the site reviewed against such a policy ?



## Key messages

- **Quality must be planned into a website from the start**
- **The users are critical – involve them at every stage**
- **Relationships with other online resources (interoperability) and with future resources (long-term preservation) must be given due thought**



## Next steps

- **Re-launch of the handbook**
- **Development of an individual fact-sheet for each of the 10 principles, for easier use**
- **Translation of “museo & web” in other languages**



**Thank you !**