

## 1. GENERAL INFORMATION

What cultural subject/project am I?

- ☐ Archive
- ☐ Library
- ☐ Museum
- ☐ Widespread cultural heritage institution
- ☐ Management and governing institution
- ☐ Centre for research and training
- ☐ School
- ☐ Cultural project, portal, digital library, cultural tourism portal
- ☐ Temporary exhibition event
- ☐ School

Which digital application do I want to develop?

- ☐ Static website
- ☐ Dynamic Web site
- ☐ Web application
- ☐ Forum
- ☐ Blog
- ☐ Wiki
- ☐ Web portal
- ☐ Database management system
- ☐ Information system
- ☐ Web service
- ☐ Online social network
- ☐ Web game

## 2. APPLICATION QUALITY AND USERS

### 2.1 Users evaluation strategy

- |  |                              |                             |
|--|------------------------------|-----------------------------|
| 1. Have I recruited a dedicated user focus/panel group?                          | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| 2. Does my user group truly reflect my target audience?                          | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| 3. Are all major elements of my target audience represented in my user group?    | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| 4. Has my focus group reviewed prototype web elements?                           | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| 5. Has the website concept and aims been clearly communicated to my user group?  | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| 6. Has my user group provided feedback?  | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| 7. Has the feedback been formally documented and included in the design process? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| 8. Has this feedback been reflected in later prototypes?                         | <input type="checkbox"/> Yes | <input type="checkbox"/> No |

### 2.2 Effectiveness

- |  |                              |                             |
|--|------------------------------|-----------------------------|
| 1. Have user groups or other user representatives been consulted as to the choice of content which would make the site as effective and useful as possible for them? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| 2. Have formal content criteria been drawn up, and followed, which reflect the target audience requirements?   | <input type="checkbox"/> Yes | <input type="checkbox"/> No |

**2.3 Accessibility**

1. Was the site planned from the start to support universal access? ☐ Yes ☐ No
2. Does the site comply with my national rules on ICT services accessibility? ☐ Yes ☐ No
3. Does the site comply with W3C WAI guidelines? ☐ Yes ☐ No
4. Has the site been evaluated by automatic or half-automatic tools? ☐ Yes ☐ No
5. Was the site planned from the start to support access via a wide range of delivery channels? ☐ Yes ☐ No
6. Does the site make sense and still have value without any images? ☐ Yes ☐ No
7. Does the site rely on proprietary extensions or plug-ins? ☐ Yes ☐ No
8. Are multiple browser types supported? ☐ Yes ☐ No
9. Are mobile and handheld devices supported? ☐ Yes ☐ No
10. Are slow Internet connections supported? ☐ Yes ☐ No

**2.4 Multilingualism**

1. Was multilingualism planned into the site from the very start? ☐ Yes ☐ No
2. Does the site have a stated multilingualism policy? ☐ Yes ☐ No
3. Has the site been reviewed by experts or user groups against such a policy? ☐ Yes ☐ No
4. Does the site mission, identity and profile material appear in more than one language? ☐ Yes ☐ No
5. Is there any material presented in sign language? ☐ Yes ☐ No
6. Is there any material presented in non-EU languages which are used by immigrant populations? ☐ Yes ☐ No
7. Is the site's non-static information available in multiple languages? ☐ Yes ☐ No
8. Is the static (cultural) information available in more than one language? ☐ Yes ☐ No
9. Is the site structure logically separate from the language in use? ☐ Yes ☐ No

**2.5 Management (Privacy, IPR)**

1. Does an end user code of conduct exist? ☐ Yes ☐ No
2. Must the user actively endorse it? ☐ Yes ☐ No
3. Does the end user code of conduct include protecting the overall database, as well as the content in the database? ☐ Yes ☐ No
4. Are steps taken to restrict the potential unauthorised reproduction or exploitation of content? ☐ Yes ☐ No
  - a) Limited image resolution? ☐ Yes ☐ No
  - b) Visible watermarking? ☐ Yes ☐ No
  - c) Digital watermarking? ☐ Yes ☐ No
5. Is a user privacy policy available? ☐ Yes ☐ No
6. Is it (or a link to it) prominently displayed for the end user? ☐ Yes ☐ No
7. Are records kept of user access or user information? ☐ Yes ☐ No
8. Are these records necessary? ☐ Yes ☐ No
9. Are these records protected in accordance with privacy legislation and directives? ☐ Yes ☐ No
10. Is the site content available under a Creative Commons license? ☐ Yes ☐ No

### 3. HELPING THE USER FIND HIS WAY: PROFILING AND CUSTOMIZATION

Do I want to organize the content of my web applications according to user types (personas)?

☐ Yes

☐ No

If yes, which among these audience groups do I want to represent?

- ☐ General public
- ☐ School students
- ☐ School staff/teachers
- ☐ University/College students
- ☐ University/College Staff/Teachers
- ☐ Researchers
- ☐ Professionals/Business people
- ☐ Librarians
- ☐ Journalists
- ☐ Tour/Travel professionals
- ☐ Public officers
- ☐ ICT Professionals
- ☐ Children
- ☐ Teenagers or young adults
- ☐ Parents
- ☐ Suppliers
- ☐ .....

Do I want to organize the content of my web applications according to use scenarios?

- ☐ Planning a visit
- ☐ Searching the catalogue
- ☐ Finding didactic material
- ☐ Buying
- ☐ Playing
- ☐ .....

Do I want to organize the contents in thematic areas?

- ☐ Theme 1 (Ex. Archaeology)
- ☐ Theme 2 (Ex. Art)
- ☐ Theme 3
- ☐ Theme 4
- ☐ Theme 5

### 4. INTERACTIVE SERVICES

Do I want to include interactive communication services?

- ☐ Mailing list
- ☐ Newsletter
- ☐ Forum
- ☐ Virtual reference services (Ask a librarian)
- ☐ SMS/MMS
- ☐ Blog

## 3.1 A self-evaluation questionnaire for planning a user-centred web application

- ☐ Instant messaging
- ☐ Videoconference
- ☐ Streaming

Do I want to include interactive learning services?

- ☐ Online tutorials
- ☐ Online help
- ☐ Virtual interactive tours

Do I want to include commercial interactive services?

- ☐ E-commerce
- ☐ Ticket office
- ☐ Reproductions
- ☐ .....

Do I want to include interactive forms?

- ☐ Subscriptions
- ☐ Reservations
- ☐ .....

Do I want to include user-side services?

- ☐ Podcasting
- ☐ Social bookmarking
- ☐ Social tagging/folksonomies
- ☐ File-sharing (texts, images, video)
- ☐ Mash-ups
- ☐ Story-telling
- ☐ Interactive games
- ☐ Masterpiece on your desktop
- ☐ Add a comment
- ☐ Send to a friend
- ☐ Votes and polls
- ☐ Save a search
- ☐ Travelogue service
- ☐ Personalised agenda and calendar
- ☐ Personalised map
- ☐ Personalised visitor plans
- ☐ Personalised web gallery/The virtual curator
- ☐ Virtual postcards
- ☐ Learning environments
- ☐ .....

Do I want to share resources with other sites?

- ☐ Flickr
- ☐ YouTube
- ☐ .....