

**8th European CAF Users' Event "Leading Quality into the Future"**  
**12 April 2018, Sofia, Bulgaria**

**A new customer-friendly  
image library –  
new approaches for  
service development**

**The Finnish Heritage Agency  
Raija Linna**



# 1. Background & Context of the organization

## The Finnish Heritage Agency

- takes care of Finnish cultural heritage
- operates under the Ministry of Education and Culture
- financed through government budget funds
- c. 250 employees
- in charge of museums, e.g. Finnish National Museum, Maritime Museum, Seurasaari Open-Air Museum, two medieval castles



# Background & Context of the organization

## The Finnish Heritage Agency Picture Collections

- cares for cultural, historical, ethnological, architectural and journalistic pictures from the 16th century to the present day
- makes collections available for public use
- 14 employees
- 15 million images, collected since 1840's
- 2 % of 15 million images digitized, 1 % published





Rajaa hakua

Uudet: Vapaasti käytössä

Koko

Suhde

tyyppi

anisaatio / kokoelma

set

väli

Tyhjennä valinnat

Ruisrock 1970

Tarkennettu haku ▾

## 356 hakutulosta

JÄRJESTYS: Uusin ▾

ESITYSMUOTO: Kuvat

Tiedot

Slideshow





## 2. Background of the case

- Online image service since 2010 [www.kuvakokoelmat.fi](http://www.kuvakokoelmat.fi)
- Target: better image library by 2019
- Main characteristics of the project:
  - customer orientation: customer-friendly and bidirectional
  - digitalization: more images for wider audience
  - partnership: a common service with Museum Centre of Turku
- Main challenges of the project:
  - easy-to-use service for diverse customer groups
  - global service
  - cost-efficient service

# 3. Process/dynamics

## Service Design Project

offered by the Finnish State Treasury D9 Team

- customer orientation in July 2017:
  - status quo, expectations and wishes
  - customer survey
- 5-day design sprint in November, 2017
- Evaluation, roadmap in December, 2017



## 3. Process/dynamics

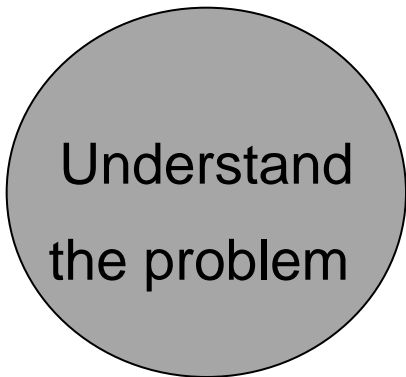
### 5-day Google Design Sprint

- Target: "Engaging, participatory, culturohistorical image service which is best-known in Finland"
- cross-functional team of 7: Sprint Master and Visualist
- 5 phases of the sprint:

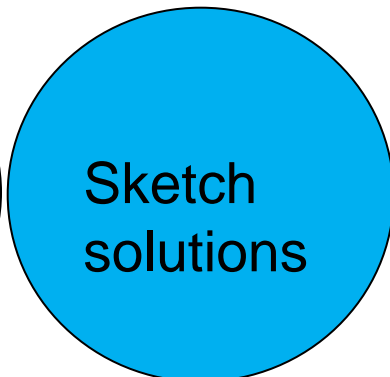
1. Understand
2. Sketch
3. Decide,
4. Prototype,
5. Validate

# 3. Process/dynamics

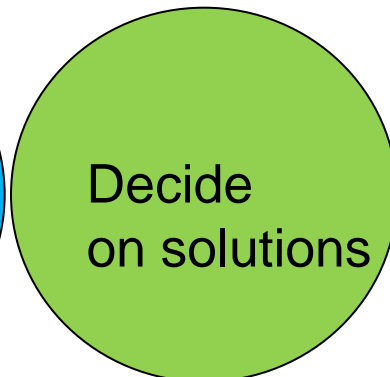
**Mon**



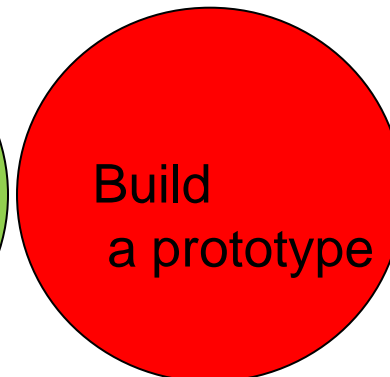
**Tue**



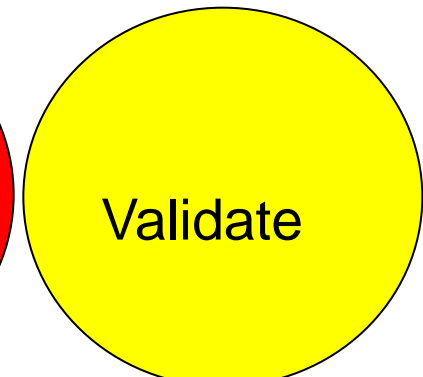
**Wed**



**Thu**



**Fri**



## 4. Results/outcome

### **Results of the project:**

- prototype of a new image service
- customer point of view
- interaction with customers
- way to promote the use of cultural heritage
- cooperation with another museum

### **Project to be continued:**

- public tendering in spring 2018
- purchase of the new service by 2019

# Prototype of the new image library

The screenshot displays the homepage of Historiakuvat.fi. At the top left is the logo and name 'Historiakuvat.fi'. To its right is a red heart icon with the numbers 1, 2, and 3. Further right are navigation links for 'Eng / Sve', 'Ohjeita', and 'Kirjautu sisään' with user, stack, and shopping cart icons. The main content area features a grid of images: a bridge, a coastal town, a historical building, a sailing ship, a boat with people, a woven basket, and a field with a cart. A large pink box in the top right of the grid contains the text '132 344 kuvia digitoituna'. A grey box in the bottom right of the grid contains '323 kokoelmaa'. A pink box on the left side of the grid contains '154 kävijää nyt'. Below the grid is a search bar with the text 'Kirjoita hakusanoja, esimerkiksi "Viipuri 1800"', a search button with a magnifying glass icon, a camera icon, and a 'Tarkennettu haku' button. At the bottom, a pink banner contains the text: 'Historiakuvat.fi on Museoviraston ja Turun museokeskuksen historiallisten kuvien palvelu. Yli 100 000 digitoitua kuvaa, yli 15 000 000 kuvaa arkistossa. Selaa ja osallistu!'. In the bottom right corner, there is a 'Comments ON' toggle switch.

# 5. Lessons learned & key recommendations

## Lessons learned:

- deeper customer orientation for new and existing services
- customers: added value by participating
- New tools: Service Design and Design Sprint
- importance of continual user testing

## Factors that influence the results:

- diverse customer groups vs one service

## Recommendations:

- client needs and satisfaction as major priorities

# Questions



# User opinions on the sprint prototype

- **”This seems quite nice. Even if you don’t want to buy a picture, you can comment on it and find information. Customer-friendly, it gives you an active role.”**
- **”This is exactly what is needed.”**
- **”A great service is lessened by being a social media arena.”**
- **”Is this a recycle bin?” [A customer is talking about shopping cart.]**



# Contact details

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Photo credits: Slide 3 : Olavinlinna castle in 2013-2014. Photo: Soile Tirilä

Slide 5: A top meeting in Helsinki, Finland, in 1990. Photo: Leif Rosas / Pressfoto Zeeland