

# 公民數位典藏平台之使用者研究

李峻德\*、曾馨瑩\*\*

## 摘要

數位典藏能否發揮實質的價值，除了仰賴豐富完整的數位內容、規劃良善的數位系統，使用者更扮演著舉足輕重的角色，而做為使用者和系統溝通橋樑的介面設計，就是左右數位典藏系統成敗的關鍵。有鑑於此，本研究針對公民數位典藏平台，透過以使用者為中心的設計方式進行使用者研究，希望發掘目前設計的潛在問題，提供建設性的改善方針，提高使用者的接受度，進一步加強公民數典平台推廣草根性思維以及多元價值理念的潛力。

本研究採用三階段的研究方法，以使用者輪廓、使用性測試和原型設計，透過使用者的協助逐步探討目前公民數典平台的設計是否理想，並提出修正藍圖。根據使用者輪廓分析的結果，公民數典網站的使用者共有三類，分別是推廣理念型、關心時事型與搜集資料型使用者。而使用性測試的結果則顯示，對三類使用者而言，目前公民數典網站的介面在可學習性、錯誤率、有效性和滿意度上皆不盡理想。本研究最後經由原型設計，確認公民數典網站的介面主要有三方面的問題，分別是介面配置、資訊分類及功能選擇。本研究除了針對發現的問題提供解決方案，並根據公民數典網站的網站定位、色彩意象的探討，以及使用者的意見，提出新的原型設計，以做為公民數典網站設計修正的基礎。

**關鍵字：**數位典藏、以使用者為中心的設計、使用性、使用者輪廓、原型設計

---

\* 國立交通大學傳播研究所副教授，E-mail: [jiulee@mail.nctu.edu.tw](mailto:jiulee@mail.nctu.edu.tw)。

\*\* 國立交通大學傳播研究所研究生，E-mail: [Motisha.tseng@gmail.com](mailto:Motisha.tseng@gmail.com)。

# User Study of the Civil Digital Archive Platforms

Jiun-de Lee\*、Hsin-ying Tseng\*\*

## Abstract

In addition to the abundant and elaborate collection of digitized content and well-planned systems, the value and effect of digital archives rely substantially on the interaction between the users and the digital archives. Utilized by users to communicate with the systems, the quality of the user interface is the key to the success of any digital archive system. Based on the user-centered design approach, the present study investigates user experience provided by the platforms of civil digital archives. The present study aims to discover issues in current systems and provide constructive improvement guidelines for the platforms of civil digital archives to enhance the potential of systems in promoting grassroots thinking and multiple perspectives.

The current research consists of three phases, namely, user profiling, usability testing, and separate prototyping. With these methodologies, the users can be involved in every step of the design to verify the quality of current civil digital archive platforms and contribute to guidelines for future improvement. Based on the results of user profiling, the users of the civil digital archive platforms can be divided into three categories, including idea promoters, current affairs followers, and information gatherers. Regarding the usability test, the three user types find the current platforms of civil digital archives generally unsatisfactory in terms of learnability, error, effectiveness, and satisfaction. With the prototypes, the root causes of user frustration in the current systems are further identified. The primary issues are then found to evolve around the layout, information organization, and choices of function. Tackling these issues and reevaluating the congruity between the color image and the concept of civil digital archive platforms, the present study finally proposes a new prototype based on the user input for future enhancement.

**Keywords: digital archive, user-centered design, usability, user profile, prototyping**

---

\* Associate Professor, Institute of Communication Studies, National Chiao Tung University. E-mail: jjulee@mail.nctu.edu.tw

\*\* Graduate student, Institute of Communication Studies, National Chiao Tung University. E-mail: Motisha.tseng@gmail.com