

Haus_
für_
Poesie



WPI

Haus für Poesie | IQP Project | D Term 2024

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Final Results & Recommendations



How does this slide deck work?

This is an interactive presentation crafted by the four students of the Haus Für Poesie IQP Students, showcasing the comprehensive results of our project. Here you will find:

- Graphs
- Mockups
- Data
- User Personas
- Web and Social Media Recommendations

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RECOMMENDATIONS

01 Survey and Focus Group Results

Table of Contents for Survey and Focus Group Results:

1. Correlation Matrices (slide 5 - 9)
2. Awareness and Usage Bar Charts (slide 10 - 13)
3. Usability, Appeal, and Findability of websites (slide 14-18)
4. Conclusions from Focus Groups (slide 20)

01 Survey and Focus Group Results

What Does a Correlation Matrix Show:

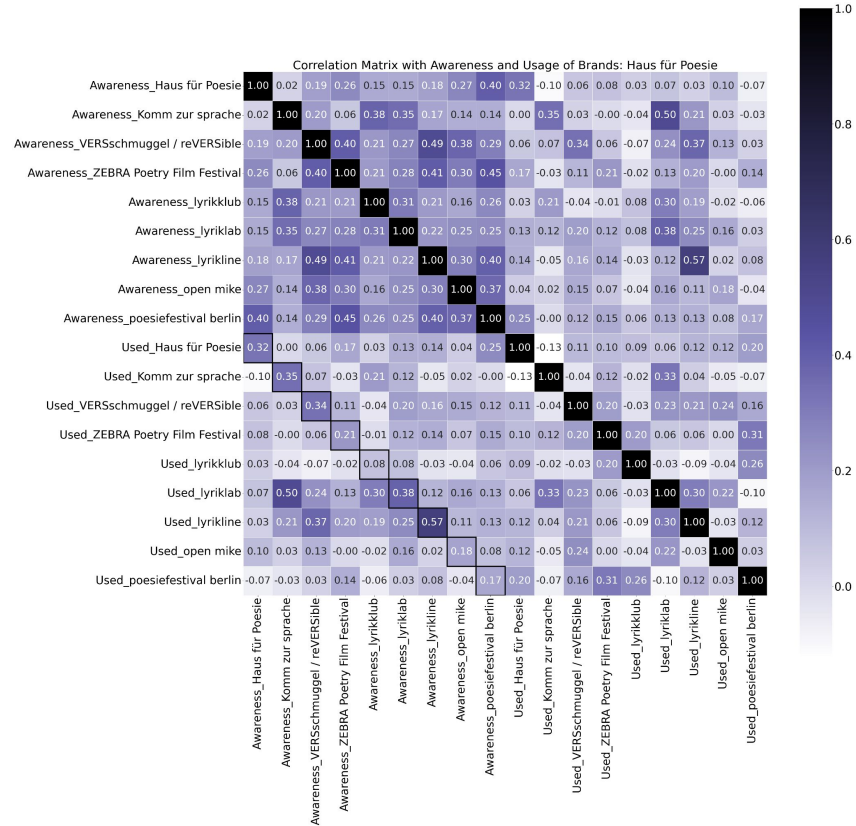
A **correlation matrix** displays the correlation coefficient between different variables. **Correlation** expresses the extent to which two variables are **linearly related**, but does **not guarantee and cause-and-effect relationship**. Correlation ranges from -1 to 1. Due to the **binary nature** of data that made the correlation matrices, a positive correlation represents a direct relationship, with higher correlation values indicating a stronger relationship, and a negative value representing an inverse relationship.

For example, a correlation value between Haus für Poesie and lyrikline that was **0.7** would indicate if one someone is aware of one of the two brands (e.x. Haus für Poesie they are most likely aware of the other brand (e.x lyrikline)).

* **Note** the matrix in slide 6 was gathered from the survey attached to Haus für Poesie and the matrix in slide 8 was gathered from the survey attached to lyrikline

01

Survey and Focus Group Results



01 Survey and Focus Group Results

Takeaways from Awareness & Usage of Brands for Users of Haus für Poesie's Website (correlation matrix):

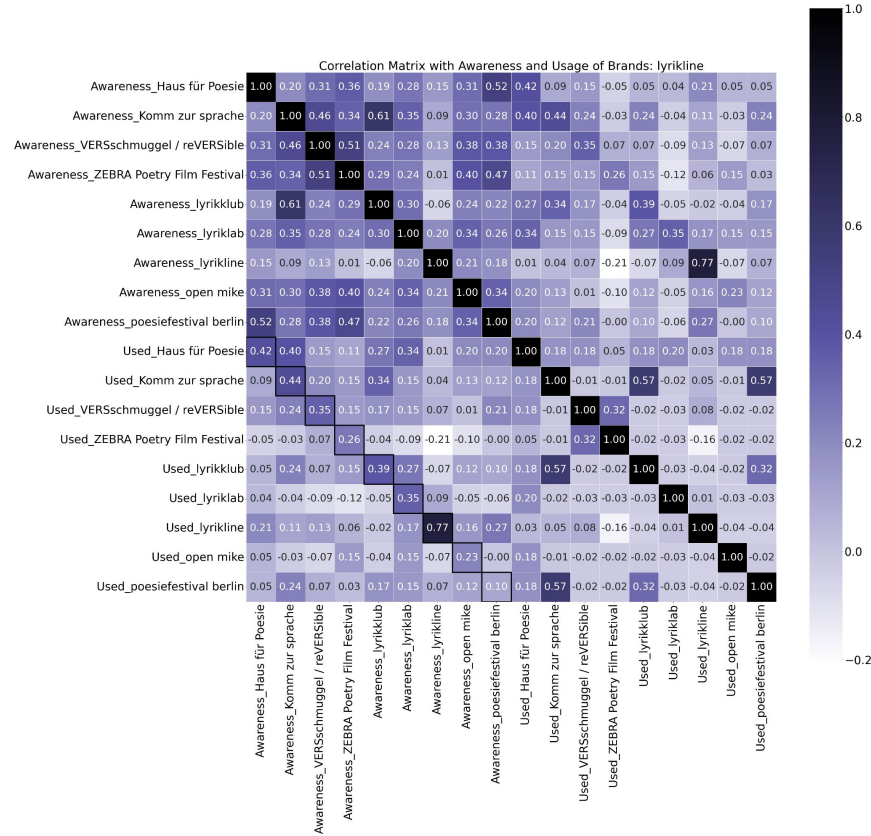
The correlation matrix in slide 6 shows that the level of matching awareness between **Haus für Poesie** and **all but one subsidiary brand** is relatively low among Haus für Poesie website users. There are some higher positive correlations, **near 0.5**, such as:

1. VERschmuggel and lyrikline
2. ZEBRA Poetry Film Festival and poesiefestival berlin

The data indicates that although awareness of Haus für Poesie and most of its sub-brands is generally low among this sample group, there are **strong positive correlations** in awareness between **specific sub-brands**. Also, among these users, the awareness and usage of lyrikline were highly correlated. These awareness vs, usage values are highlighted in a matrix with a **black diagonal towards the bottom left**.

01

Survey and Focus Group Results



01 Survey and Focus Group Results

Takeaways from Awareness & Usage of Brands for Users of lyrikline's Website (correlation matrix):

The correlation matrix in slide 8 shows correlation between **lyrikline** and **other brands** is **relatively low** among lyrikline users. There are correlations for awareness, **all above 0.5** in the matrix. These higher correlations are:

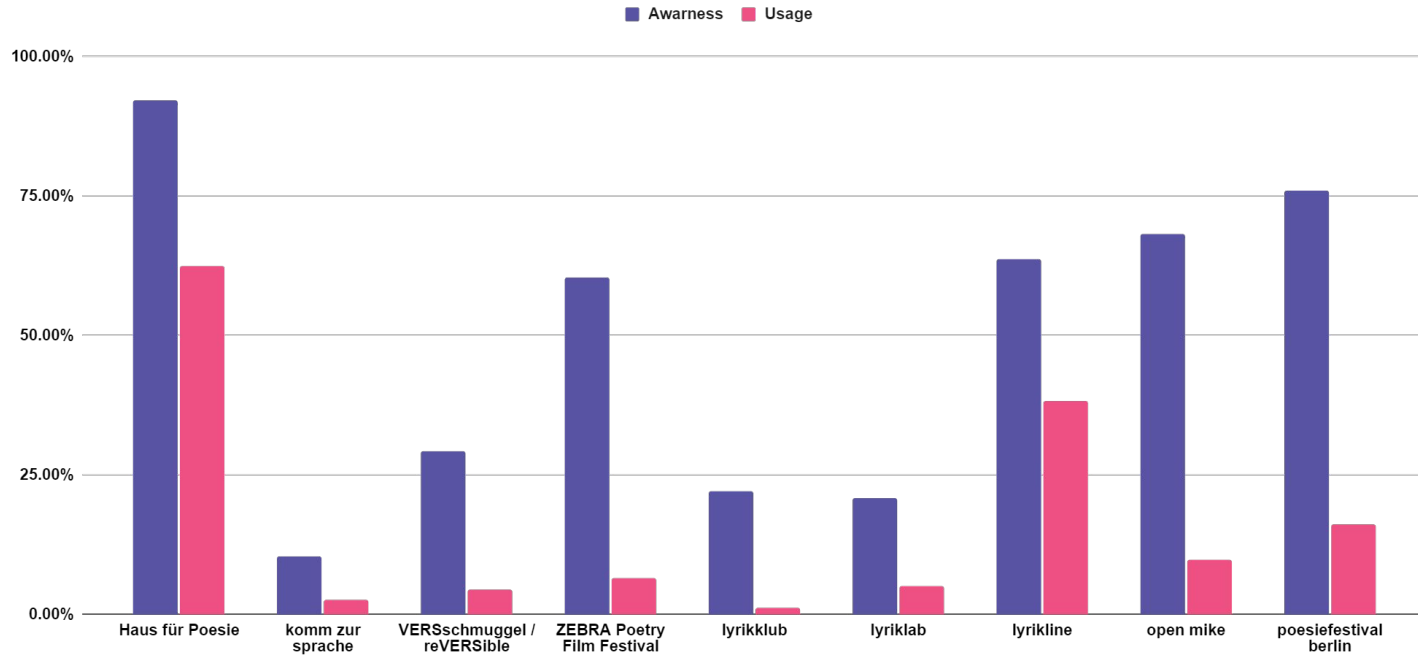
1. Haus für Poesie and poesiefestival berlin
2. VERschmuggel and ZEBRA Poetry Film Festival
3. komm zu sprache and lyrikklub

This indicates that although awareness of lyrikline and most of its sub-brands is generally low among this group, there are **strong positive correlations** in awareness between **specific sub-brands and the parent brand of Haus für Poesie**. Also, among these users, the awareness and usage of lyrikline were much higher than the awareness and usage levels of the other brands. These values are highlighted in the matrix with a **black diagonal towards the bottom left**.

01

Survey and Focus Group Results

Percentage of Haus für Poesie Users that are Aware of a Brand and Use a Brand's Website



01 Survey and Focus Group Results

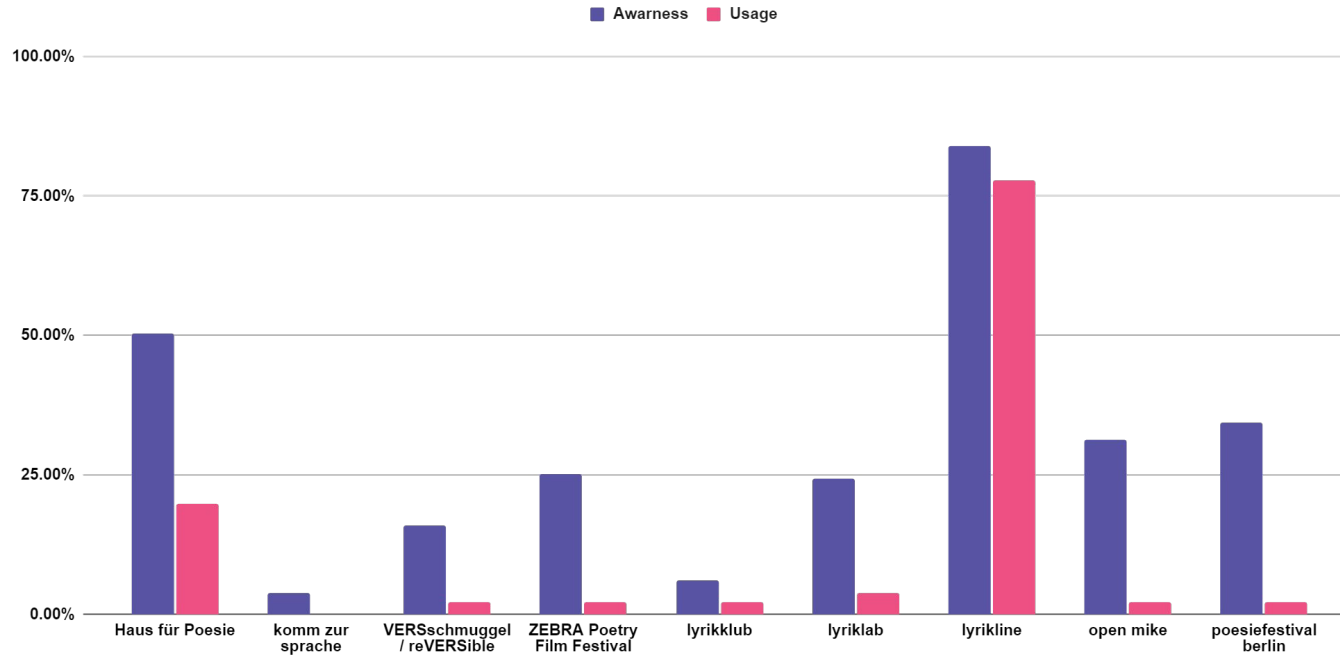
Takeaways from Awareness & Usage of Brands for Users of Haus für Poesie's Website (bar chart):

The bar chart in slide 10 shows **Haus für Poesie clients** are **much more aware** of the **parent brand** Haus für Poesie than the **subsidiary brands**, especially the sub-brands of komm zur sprache, lyriklab, and lyrikklub. Over 50% of respondents knew about the ZEBRA Poetry Film Festival, lyrikline, open mike, and poesiefestival berlin. For all websites, the percentage of users that **had used the website in the past three months** was **much lower** than that of users that **were aware of the brand**. Notably, the difference between usage and awareness for the seasonal events of ZEBRA Poetry Film Festival, open mike, and poesiefestival berlin is significant.

01

Survey and Focus Group Results

Percentage of lyrikline Users that are Aware of a Brand and Use a Brand's Website



01 Survey and Focus Group Results

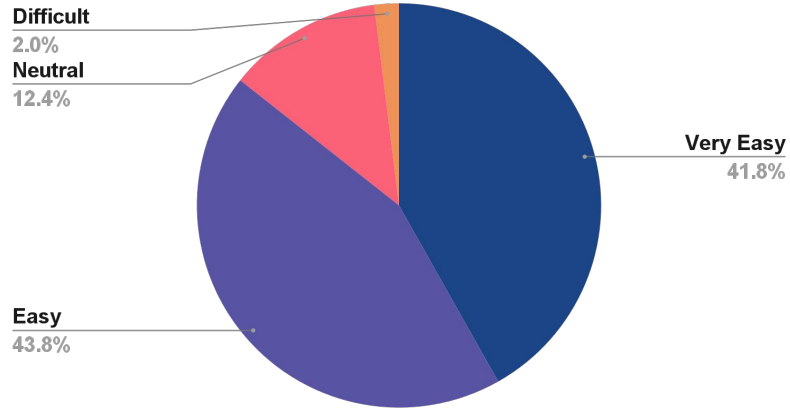
Takeaways from Awareness & Usage of Brands for Users of lyrikline's Website (bar chart):

The bar chart on slide 10 shows lyrikline clients are much more aware of lyrikline than Haus für Poesie and other subsidiary brands. The only brand other than lyrikline that had more than **40%** of respondents aware of it is **Haus für Poesie**. For all websites other than lyrikline, the percentage of users that had **used the website in the past three months** was **much lower** than that of users that were **aware of the brand**. This difference is likely due to lyrikline being an online service and the rest of the brands not being an **online service**, and in some **cases seasonal events**.

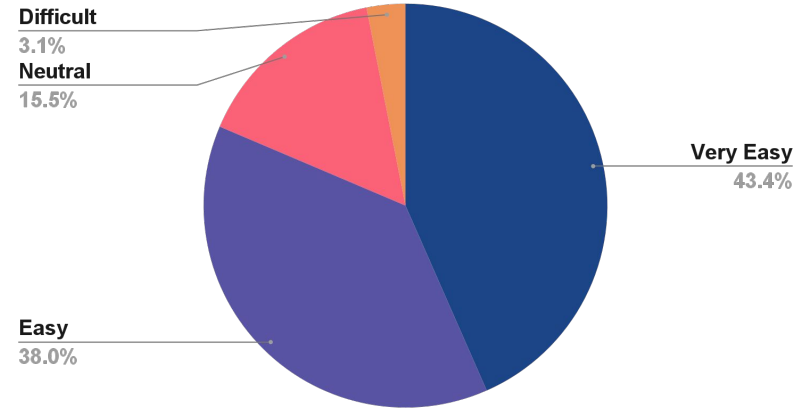
01

Survey and Focus Group Results

Findability of Haus für Poesie Website



Findability of lyrikline Website



01

Survey and Focus Group Results

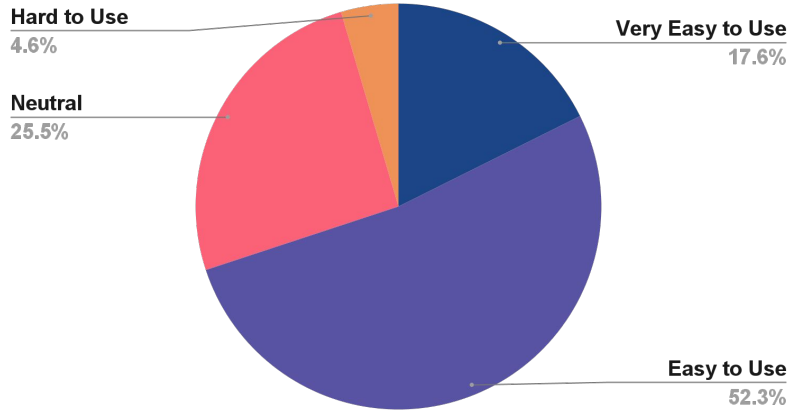
Takeaways from Findability of Haus für Poesie & lyrikline's Website:

As seen in slide 14 the majority of responses agreed that the findability of both websites was **“very easy”** or **“easy”**. Therefore findability of both websites **does not need to improve** much other the **SEO** which is discussed later in this slide deck.

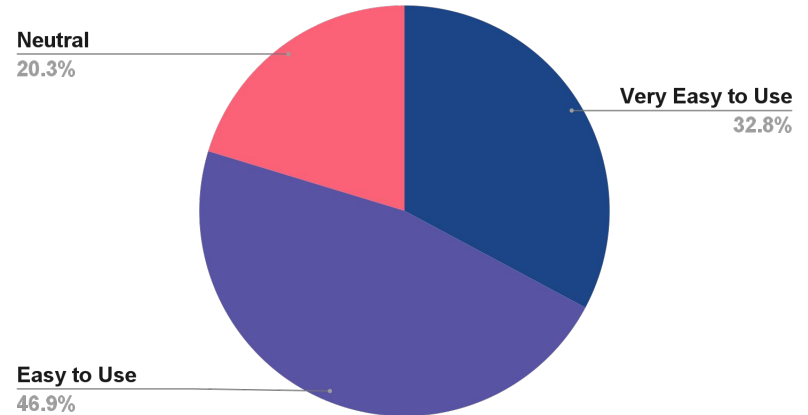
01

Survey and Focus Group Results

Usability of Haus für Poesie Website



Usability of Lyrikline Website



01

Survey and Focus Group Results

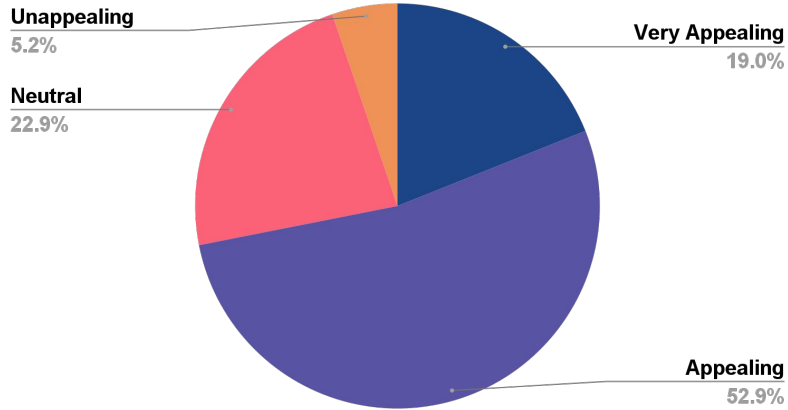
Takeaways from Usability of Haus für Poesie & lyrikline's Website:

As seen in slide 16 the majority of responses agreed that the usability of both websites was **“easy to use”** or **“neutral”**. The large percentage that had a neutral stance suggests the website's usability could be improved. However, the usability was slightly different between the two websites as some Haus für Poesie users agreed the website was **“hard to use”**, and no lyrikline users had this stance on the website usability. This percentage suggests that **Haus für Poesie** compared to **lyrikline** should **focus more on improving usability**.

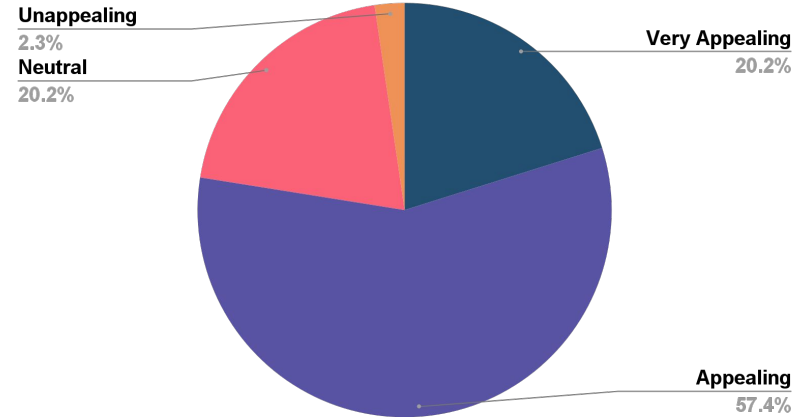
01

Survey and Focus Group Results

Appeal of Haus für Poesie Website



Appeal of Lyrikline Website



01

Survey and Focus Group Results

Takeaways from Appeal of Haus für Poesie & Lyrikline's Website:

As seen in slide 18 the majority of respondents also agreed that the website was **"appealing"**. However, although over 50% of respondents of both websites had a positive opinion on appeal a **large percentage had a neutral response and some had a negative opinion** on the appeal of both websites. With a significant portion of respondents commenting neutral or negative comments on the appeal of both websites, focusing on improvement of the appeal for both websites is critical. However, similar to usability, **Haus für Poesie** has more negative or neutral responses on it than Lyrikline **so more attention should be directed towards that website.**

01

Survey and Focus Group Results

Conclusion from Focus Groups:

1. Users generally liked Haus für Poesie and lyrikline overall
2. Users outside Berlin want to attend events in Berlin, but users in Berlin liked that events were small and only in person because the events felt more special.
3. Lyrikline users were fine with it being a standalone platform and would not care if it was integrated into the main site
4. Haus für Poesie's website was a bit cluttered, lyrikline.org felt clean, and both felt a little bit dated and hard to use on phone browsers.

02 User Personas

What Are User Personas:

User personas represent key groups of people who use your websites or attend your events. They are created using trends from surveys combined with responses given in focus groups, and serve as an easy way to organize and summarise user feedback based on the types of people who use your services. Personas break down general trends about the demographics, usage types, and most importantly: desires of your fanbase. This allows you to make management decisions with your users' desires in mind.

02 User Personas

How Were User Personas Created:

A template was created which included a description of the type of user, the user's goals and needs, and information about where this type of user typically ranks on key stats such as writing skill, brand perception, and brand usage.

Initially it was our belief that the creation of highly specific personas differentiated by many different stats would be possible, however due to the wide diversity of responses no such clearly defined groups emerged. The differences we were able to pick out were interested users within Berlin, interested users outside Berlin, and broadly uninterested users of Lyrikline everywhere.

02 User Personas

How to Utilize User Personas for Event and Product Planning:

Because they are created from user feedback, personas serve as the 'voice' of your users. Keeping in mind the direction and ideas your users have for your organization will help you design events and services which will help the most of them at once. Personas can be updated as feedback comes in about new changes, and keeping a constant feedback box open will allow for revision of personas as the needs of your users and organization change.

02 User Personas



Non-Berlin Based Poets

Image by Freepik

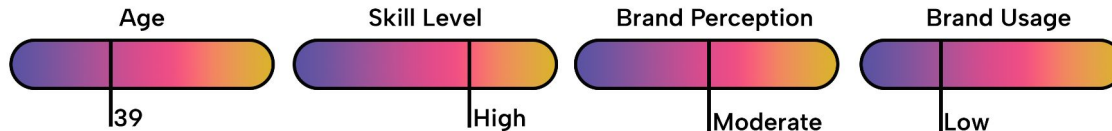
About:

Many users are not from the Berlin area but still engage with online services, such as lyrikline. They may be interested in festivals and in-person events but are often unable to attend them. As a result, they are less likely to engage with websites related to events.

Goals and Needs:

Feels left out because of the recent closure of online programs and events. Wishes the poetry scene was not as Berlin-centric. They would like to see more online or hybrid events.

User Statistics:



02 User Personas



Berlin Based Poets

Image by Freepik

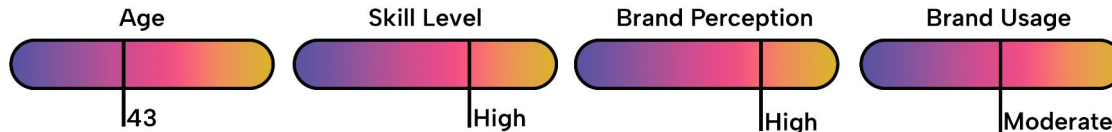
About:

Berlin holds a significant portion of the Haus für Poesie community, who enjoy the small size of events and closeness of the community. They may or may not engage with online services. They care about in-person events and festivals.

Goals and Needs:

They like the in person events but don't want to see them grow too much or too quickly because that may cause them to lose their atmosphere and sense of community.

User Statistics:



02 User Personas



Lyrikline Only User

Image by Freepik

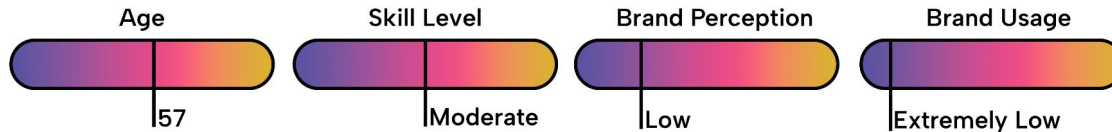
About:

They use lyrikline, and likely discovered the website organically via friends or family. They view lyrikline as a standalone platform and do not know about the other brands. These users are likely distributed globally and partially account for the difference in the number of users between lyrikline and Haus für Poesie.

Goals and Needs:

They appreciate lyrikline for the services offered, but do not know or care about Haus für Poesie. Would likely respond well to website improvements but would be indifferent to brand changes. Might respond well to online event offered by Haus für Poesie.

User Statistics:



03

Interview Results and Best Practices

Dr. McIntyre

- Writers use social media to connect with organizations
- Twitter was previously the main location for this
 - Less used since X rebrand
 - Instagram and Facebook good alternatives
- Writers care more about services and content than aesthetics

Liz Hawkins

- German advertising should emphasize clarity
- Straightforward/matter of fact advertising is preferred
- Logo design should convey that all sub-brands as part of one design

03

Interview Results and Best Practices

Branding:

Branding should clearly communicate relationships between subsidiary brands and the main brand. This can be done both by designing logos with common elements, such as fonts, colors, and the name of the main brand. Branding can also be improved by moving logos and information about the main brand to obvious and accessible places. Brand associations can also be improved through collaborations such as events and joint advertising.

03

Interview Results and Best Practices

Web Design:

Web design should be personable enough to engage users while keeping information clear and accessible. Engagement can be increased with images and appealing aesthetic design elements, but aesthetics aren't everything. Images should be related to content and link directly to the content they display. The most important information should be clearly conveyed, and other information can be put away in pages to avoid text cluttering.

04 Haus für Poesie Recommendations

Based on feedback collected from users and informed by established best practices, we propose the following improvements:

- Greater outreach and connection with online users
- An aesthetic web redesign focusing on increasing engagement
- Integration of event based brands into the main website
- Backend changes to increase search engine optimization
- Logo design updates for increased association

These implementations are in line with feedback we have received from members of the community as well as stated organization goals of increasing brand awareness and association.

04

Haus für Poesie Recommendations

Problem: As seen in the user personas, many **None-Berlin based poets** expressed a feeling of being “left out” of the events hosted at Haus für Poesie’s space in the kulturbrauerei as well as festival-type events such as ZEBRA, poesiefestival, and open mike. This contrasts feelings of **Berlin based poets**, who liked the underground feel of community events and feel broadening the scope of these events would cheapen the experience.

Recommendations:

- Hybridizing or livestreaming existing events
 - Would allow **online users** to see events.
 - This could cause copyright issues.
- Adding online-specific events or content to serve the online community
 - Would require new ideas and additional labor but would increase access for the global community.

04

Haus für Poesie Recommendations

Problem: **Focus group respondents** and **Haus für Poesie employees** have both expressed that the Haus für Poesie website felt cluttered. Other responses indicated a need for optimization of the mobile version of the website. **Analytics** showed that English speakers bounced more than German speakers. While the current site is viewed overall favorably by **survey respondents**, improvements can still be made to optimize the online experience.

Recommendations:

- A mock up of a possible redesign can be found on the next slide. It preserves all existing elements of the main website while cutting down on large text blocks
- Designs of sub-brand pages can be made more similar to the main page by using common headers, fonts, shapes, and colors.

Aesthetic Web Redesign

CURRENT HOMEPAGE OF THE HAUS FÜR POESIE WEBSITE

Haus für Poesie

Presse Newsletter Vermietung Spenden Jobs Kontakt Datenschutz Impressum Suche

Haas für Poesie poesiefestival.berlin Lyrikline ZEBRA Poetry Film open mike

APRIL

MO DI MI DO FR SA SO

07

08 09 10 11 12 13 14

15 16 17 18 19 20 21

22 23 24 25 26 27 28

29 30 01 02 03 04 05

NÄCHSTE VERANSTALTUNGEN:

MI 10.4.24

Lieder und Dichter:innen: Hero, Büllert
Mit Eugène Ostashevsky
20.00 Uhr

DO 11.4.24

Hinter manchen Augen eine Schraube
Die Kunst der lyrischen Ekphrasen
19.30 Uhr

Komm zur Sprache
Mitmachen im Haus für Poesie

Monatsprogramm
als PDF zum Download

Newsletter Abo
Infos zu Programmen, Festivals & Neuigkeiten

Das Haus für Poesie empfängt
SCHRO Konferenztischstühle

Home Presse Newsletter Spenden Jobs Kontakt Datenschutz Impressum

Diese Internetseite wurde ermöglicht mit der Unterstützung von Das Haus für Poesie wird gefördert von

Haus für Poesie

Presse Newsletter Vermietung Spenden Jobs Kontakt Datenschutz Impressum Suche

Haas für Poesie poesiefestival.berlin Lyrikline ZEBRA Poetry Film open mike

Kommende Veranstaltungen

SE 30

LIVE EVENT
Poetry Sessions #08
Haus für Poesie Auditorium

OCT 01

LIVE EVENT
Poetry Reading with Author
Haus für Poesie Auditorium

OCT 12

MEET AND GREET
Poetry Arts & Crafts
Haus für Poesie Auditorium

OCT 12

LIVE EVENT
Musik
Haus für Poesie Auditorium

Aktuelles

Ausschreibung 32, open mike - Wettbewerb für junge Literatur

02.04.2024

Ab dem 15. April 2024 nimmt der 32. open mike - Wettbewerb für junge Literatur Bewerbtungen in den Kategorien Prosa und Lyrik entgegen. Einsendeschluss ist der 9. Juni 2024. Bewerben können sich junge Autor:innen bis einschließlich 35 Jahren, die noch keine eigenständige ... mehr

ZEBRA: nächste Ausschreibung 2025

03.04.2024

Liebe ZEBRA-Freund:innen! Das ZEBRA Poetry Film Festival schreibt erst 2025 wieder einen internationalen Wettbewerb aus. Im Jahr 2024 steigen wir zum 25. Jubiläum des poesiefestival.berlin im Juli ein. ZEBRA-Mitgliedsprogrammen mit Filmen aus den letzten Jahren. Wir bedanken uns noch ... mehr

Vocations - open space: open call

28.03.2024

Vocations - open space ist eine Reihe des Haus für Poesie in Kooperation mit der Jungen Akademie, Akademie der Künste, dem silent green Kulturquartier und der Kulturförderung Schloss Wiersdorff. Vocations - open space veranstaltet 2024 vier Abende in der Kuppelhalle ... mehr

Save the Date: 25. poesiefestival.berlin vom 4. - 21. Juli 2024 im silent green Kulturquartier

07.12.2023

Die Daten des 25. poesiefestival.berlin stehen fest: vom 4. - 21. Juli 2024 findet das Festival im silent green Kulturquartier in Berlin, Wedding statt. ... mehr

Ausschreibung 32, open mike - Wettbewerb für junge Literatur

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MEHR MEHR MEHR MEHR

MOCKUP HOMEPAGE FOR THE HAUS FÜR POESIE WEBSITE

04 Website Integration

Problem: Brand association is perceived as low by **Haus für Poesie administrators**, which is reflected in the **survey results**. One probable cause of this is the separation of sub brands into separate websites. Merging the subsidiary brands with the central website will likely increase usage between sub brands and improve user associations between the sub brands and the main brand.

Recommendations:

- The tabs for poesiefestival, open mike, and ZEBRA are already present on the website, so those websites are the best candidates for integration.
- Lyrikline is larger than the main brand and could remain as its own entity, perhaps including more elements connecting it to Haus für Poesie such as logos and design elements.

04 Logo Mockup Examples

Lyrik-
—line
by HAUS FÜR POESIE

L_y r i k l_a b
by HAUS FÜR POESIE

open
mike
by HAUS FÜR POESIE

Komm
— zur
Sprache
by HAUS FÜR POESIE

04 Search Engine Optimization (SEO)

Problem: Haus für Poesie's website is not appearing as frequently in browser searches, which makes it harder for potential users to discover the organization. According to analysis by online tools [seobility](#), [Siteimprove](#), and [SE Ranking](#), link structure and keyword optimization were the most critical root causes

Recommendations:

- Keywords can be added to the backend of the website related to the functions of the organizations.
 - Example keywords include "poetry", "poetry house", "poetry event", "events", "Berlin" and "writing"
- Link structure could be improved with a redesign, and the tools used are free so changes can be assessed as you make them.

05

Lyrikline Website Recommendations

Based on feedback collected from users and informed by established best practices, we propose the following additional improvements to Lyrikline:

- A web redesign to improve website functionality and boost aesthetics
- Backend changes to improve Search engine optimization
- Increasing crossover events between Lyrikline and Haus für Poesie

These implementations are in line with feedback we have received from members of the community as well as stated organization goals of increasing brand awareness and association.

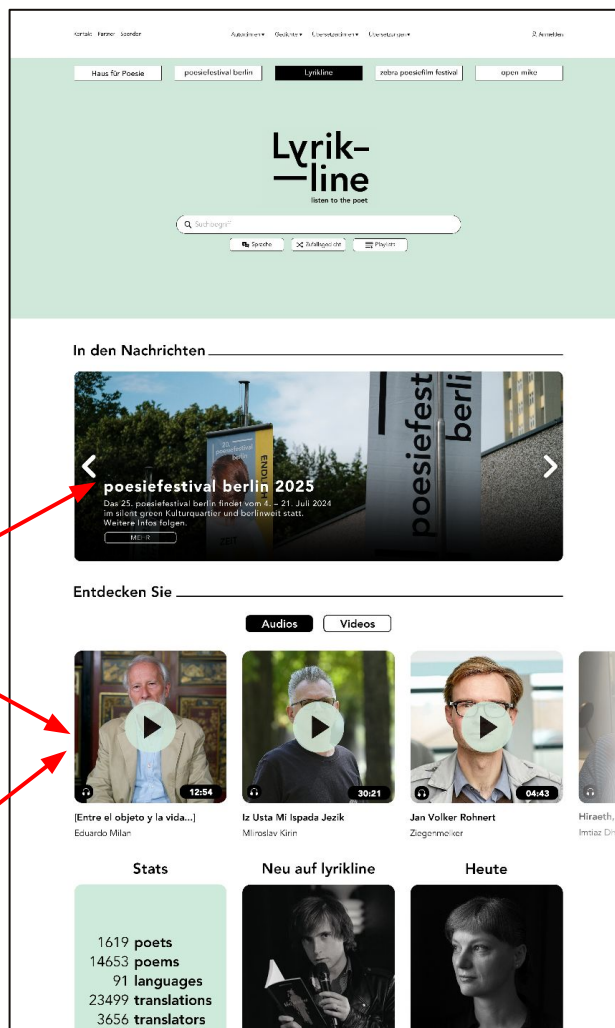
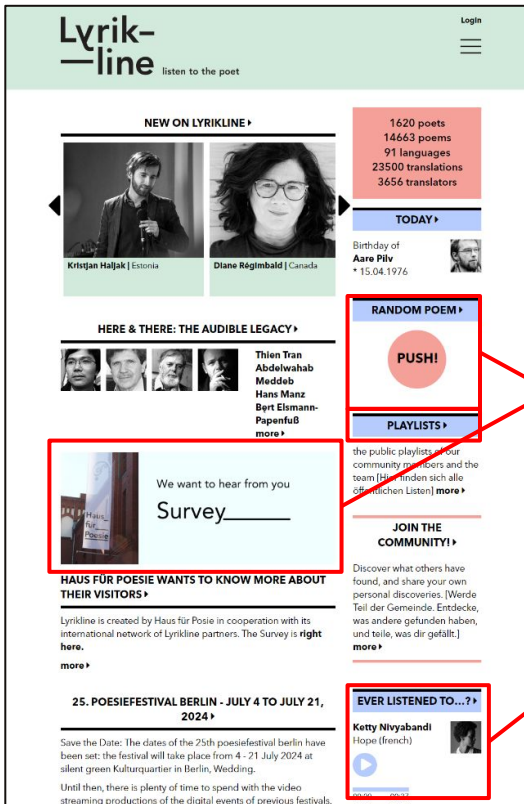
05 Web Redesign

Problem: Assuming a redesign of Haus für Poesie’s website was implemented, it makes sense to also redesign lyrikline.org to match it. While the current site is viewed overall favorably by **survey respondents**, improvements can still be made to optimize the online experience. Aesthetic and layout improvements could increase the user-friendliness of lyrikline. Additionally, **focus group participants** indicated that they enjoyed the “random poem” button, and expressed desire for more ways to discover new poems.

Recommendations:

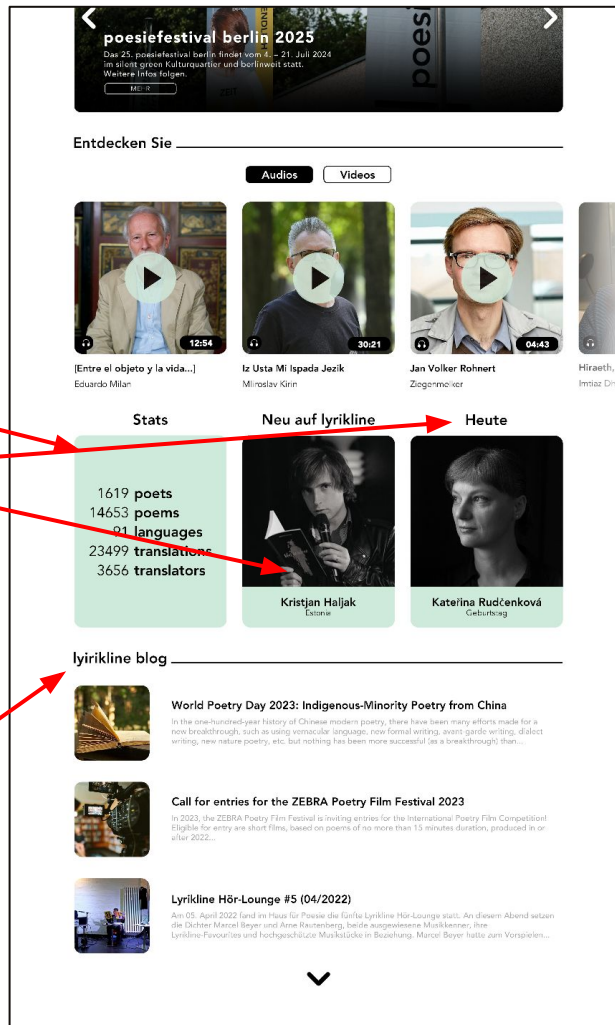
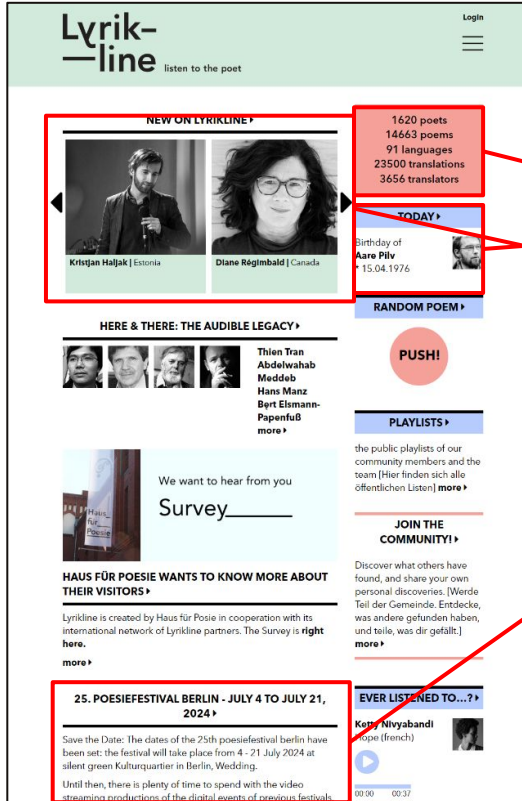
- Move the search bar to a more central location to encourage use and bring the random button closer to the search bar.
- Playlist feature is already similar to music apps, could add a discovery feature as well to suggest new poems to people based on what they already have saved in a playlist.

05 Web Redesign



05

Web Redesign



05 Search Engine Optimization (SEO)

Problem: Lyrikline's website is not appearing as frequently in browser searches, which makes it harder for potential users to discover the organization. According to analysis by online tools [seobility](#), [Siteimprove](#), and [SE Ranking](#) link structure and keyword optimization were the most critical root causes

Recommendations:

- Keywords can be added to the backend of the website related to the functions of the organizations.
 - Example keywords include "poetry", "translation", "poetry translations", "poetry recordings", "writing", and "international"
 - Link structure could be greatly improved with a redesign, one potential idea is to use the already present tag system to organize instead of large link menus.

05 Crossover Content

Problem: While focus group respondents agreed that integrating brands would increase their association with Haus für Poesie, some lyrikline users expressed that lyrikline felt like a standalone entity even if they knew of Haus für Poesie's connection to lyrikline. Lyrikline's user base is much more international and is less likely to be interested in Berlin-based events or content only in German.

Recommendations:

- While lyrikline users represent a significant pool of potential users for Haus für Poesie, most lyrikline content is online.
 - Advertisements of lyrikline on Haus für Poesie's website would give non Berlin-based poets a way to interact with Haus für Poesie online.
 - Advertisement of Haus für Poesie's content on lyrikline would only be effective on Berlin based users, but could still succeed due to lyrikline's large user population.

06 Social Media Recommendations

Based on information collected from social media analytic data, it appears the current social media strategy is working well. That said, recommendations can still be made to further increase social media outreach:









- Naming poets in posts
- Expansion to new platforms
- Targeting posts based on demographic

These implementations were suggested based on analytic data in conjunction with talks with social media managers at Haus für Poesie. Implementing these will assist Haus für Poesie in reaching a larger audience.

06 Naming Poets in Posts

Rundown:

- Posts which name and tag poets see much greater engagement than posts which do not.
- Does not mean every post needs to name and tag a poet, news posts are still important they are just not as likely to get shared
- By tagging a poet in a post you reach their followers, which can help drum up interest in events featuring that poet.

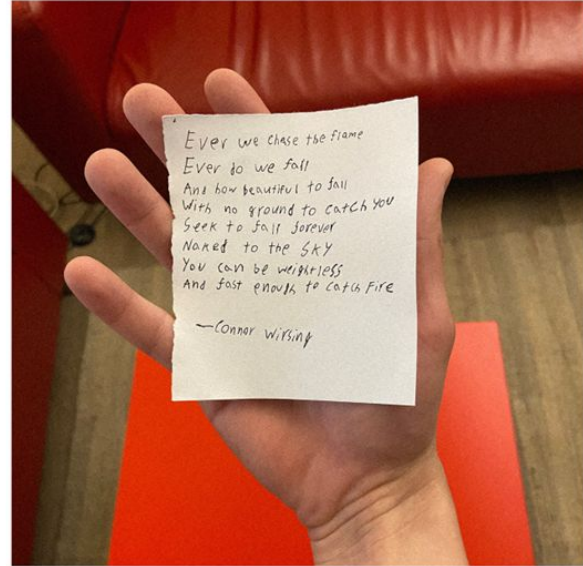
	Last night four poets gave us insights into contemporary Latvian poetry. Under the title "sometimes nonsense, sometimes coincidence, sometimes a moment," Inga Pizāne, Ligija Purinaša, Māris Salājs and Toms Fahrengs read from their poems and spoke about their relationship to poetry. Thanks to Adrian Kasnitz for moderation, to Latvian...	Post reach 2,474	Interactions 288
	Working with students at Worcester Polytechnic Institute, we are conducting a survey to improve our program. We look forward to your answers! With students of Worcester Polytechnic Institute we conduct a survey to improve our program. Looking forward to your answers! 🙌 https://wpi.qualtrics.com/jfe/form/SV_6XccrGTbC3Gv3kG	Post reach 316	Interactions 13
	House of Poetry updated their cover photo.	Post reach 3	Interactions 9
	The renowned Ukrainian novelist, essayist and poet Yuri Andrukhovych was a guest at the House of Poetry yesterday. He read excerpts from his latest volume of essays "The Price of Our Freedom" (Suhrkamp Verlag 2023) as well as two of his poems. What influence have the Ukrainian struggle for survival and the fighting since 2014 and 2022 had on...	Post reach 1,677	Interactions 129
	Next Wednesday in the House of Poetry we will celebrate the resistant, living Hungarian poetry in order to show solidarity with the Szépirok Társasága writers' association. All public funding has been cut for 2024, an attack on the country's independent cultural scene. Réka Borda (born 1992 in Szeged) already caused a sensation with her lyric...	Post reach 174	Interactions 6
	"I am a person who does not celebrate his own birthday, but I celebrate this day!" said Dilek Mayatürk about World Poetry Day, which we celebrated again yesterday under the patronage of the German UNESCO Commission with our partners in the Maschinenhaus der Kulturbrauerei celebrated. We heard haunting poems and sounds by Kinga Toth...	Post reach 900	Interactions 64
	The poet Michael Hamburger would have been 100 years old today. You can watch the film "Michael Hamburger – an English poet from Germany" by Frank Wierke on Vimeo: https://vimeo.com/381138170 Photo: gezett	Post reach 3,041	Interactions 78
	House of Poetry updated their cover photo.	Post reach 236	Interactions 34

06 Sharing the Posts

When sharing posts on social media platforms, consider these tips to enhance engagement:

- Tag the poem's author to enable them to repost it on their page.
- Incorporate images of the author or the poem itself. Prioritize showcasing the author in the first image. This taps into human tendencies, as people are naturally drawn to images of other humans, driven by factors like social connection and empathy.

Haus_ Für_ Poesie
Haus Für Poesie
@hausfuerpoesie



10.328 views

hausfuerpoesie We are honored to present an upcoming poetry event featuring the illustrious poet [@ConnorWirsing](#). Join us for an evening of literary excellence as we gather...

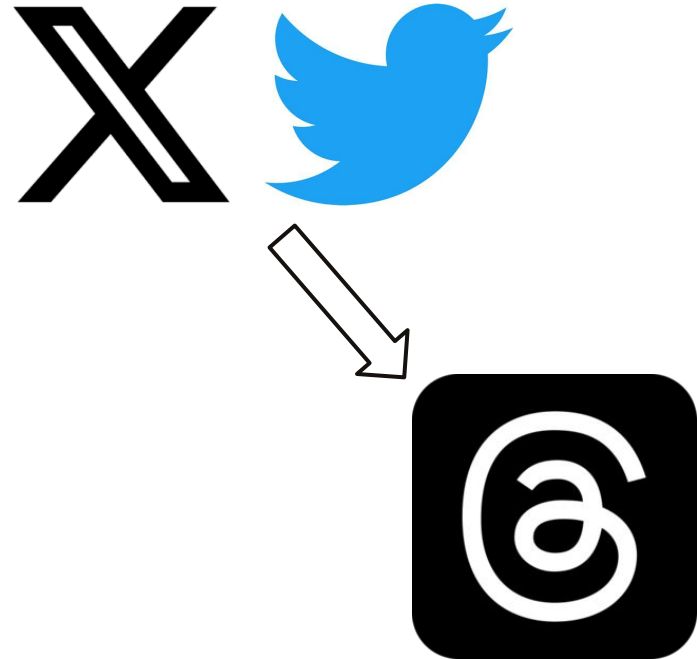
[View all 328 comments](#)

5 DAYS AGO

06 Expansion to New Platforms

Rundown:

- After the rebrand of Twitter to X, many poets and organizations, including Haus für Poesie, migrated away from the website.
- Alternatives to the site have risen in popularity, with Meta's new app Threads being the most popular replacement.
- Same parent company as Facebook and Instagram so integration is possible with your existing accounts on those platforms





Thank you!

We really enjoyed working with you! We hope these recommendations help you as much as they can. If you have questions, please don't hesitate to contact us at gr-hausfuerpoesie-d24@wpi.edu. Good luck with everything!