Gathering Customer Input Prior to Home Page Redesign: An Ontological Study

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Examples of Data Analysis

Top Five Web Resources From Link Usage Data
- MD Consult
- PubMed
- MICROMEDEX®
- Web of Science®
- Harrison’s Online

Concept Groups Most Frequently Created by Participants
- Library Services
- Books
- Journals
- Campus Directories/Communication Tools
- Reference (General & Medical)
- Subject (by Topic & Medical Discipline)
- Science
- Clinical Medicine
- Search (Databases)

Old Home Page

Study Results

- Participants sorted resources and services most frequently by format, followed by subject.
- Participants approached groupings or categories very broadly.
- Similar category descriptions (labels) meant different things to different participants.
- Participants differed in their choice of categories for identical resources and services.
- Individual ejournals and tools to help locate and use ejournals effectively were valued highly, along with major resources such as MEDLINE and MICROMEDEX.
- Participants indicated high use of information tools that described Library services and facilities.

Outcome

- Added direct links to the most frequently used resources and services (Q1)
- Created a “Top EJournals” category for the home page (Q1)
- Moved the “Library Services” category to a more prominent location (Q1)
- Reorganized resources and services based on categories most often cited by participants (Q2)
- Added resources and services to multiple categories to address the diverse approaches clients took when seeking information (Q2)
- Established customized “reference” categories for medical and scientific resources and services (Q3)

Research Proposal

Goal
To make the resources and services the Library offers through its home page easier to find.

Questions

Q1. Which resources and services are the most important to our clients? Purpose: To help determine what should be on the home page

Q2. What attributes (organization) do clients prefer? Purpose: To organize home page resources based on client preference

Q3. What vocabulary would clients use to describe the attributes? Purpose: To provide home page terminology that clients prefer

Methodology

2001

February-March
- Develop research proposal
- Research literature

March
- Identify most used resources

April-May
- Define client profiles
- Develop study process

April-June
- Invite and select participants
- Select resources for card sort

June
- Test and refine process

July-August
- Conduct study with thirty participants

September-October
- Analyze data
- Finalize home page design

October-November
- Release beta test

November-December
- Invite and incorporate feedback

December
- Release final version
- Share study results

Participant Tasks

1a. Sort 79 cards, pre-labeled with selected library resources and services, into three groups:
- Those used at least once
- Those never used but recognized
- Those neither used nor recognized

1b. Create a card for any frequently used work-related Web resource not included in the packet.

1c. Working with the cards identified as resources or services used at least once, label each as D (daily use), W (weekly use), or O (occasional use).

2. Using cards representing resources and services identified as being used or recognized, sort the cards into meaningful concept groups.

3. Create a label for each of the sorted groups.

New Home Page