A green light to greatness.

UNT
UNIVERSITY OF NORTH TEXAS™
What did our users tell us about how we should improve the library website interface?

And what are our actions in response?

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Factors influencing our website design process

• UNT Institutional Requirements
• Organization Needs
• End-User Needs
• Peer and Literature Reviews
UNT Institutional Requirements

• UNT Institutional Brand Identify Policy
• UNT Web Publishing Policy
• UNT Web Accessibility Policy
• UNT Libraries Brand Standards Policy
Organizational Needs

Methods:
• Web Content Survey
• Internal Stakeholder Preliminary Questionnaire
• Meetings with each stakeholders
• Web Content Workgroup meetings
Organizational Needs (Cont.)

Key Findings:
- Marketing features, and eye-catching visuals were lacking
- Locating division/department-oriented information was sometimes difficult
- Services and policies content provided/maintained by various groups could be integrated more cohesively
- Access to hours, locations, maps and contact information could be designed more efficiently
- Springhare LibGuides was desired for hosting subject guides and class pages content
- Representation of the new organizational structure of the library was lacking
- Staff Directory could use some improvement to make it easier to use.
- ...
End-User Needs

Methods:
• Student Participants Recruiting Survey
• Faculty Survey
• Google Analytic Data
• User Study
Student Participants Recruiting Survey

Key Findings:

- 81 students completed the survey in two days
- Blackboard was useful for student recruitments (78 out of 81)
- 90% of the students indicated that they come to the website for finding articles, books, media, movie, dvd, cd etc.
- 60% stated that they have positive or mostly positive experiences on using the library site, 13% said it is okay to use, 27% indicated it is confusing or hard to use.
Faculty Survey

Key Findings:

• 30 faculty completed the survey
• Library Liaisons were the driven force for marketing survey, and helping recruit faculty
• 100% Faculty indicated that they come to the library website to use electronic resources, (sometimes catalog).
• 29 out of 30 have their preferred databases in mind to use for their research. 1 of them use Google scholar to start the research instead.
• 50% stated they have good or generally good experiences with the library website. 13% indicated it is okay, 13% said it is hard or confusing to use, and 24% didn’t describe their experiences.
Google Analytic Data

1. Electronic Resources: 26.32%
2. Find Articles Summon: 15.55%
3. Find Books: 12.81%
4. Find Journal Articles: 12.30%
5. Find E-Journal Titles: 7.34%
6. UNT Library Catalog: 6.45%
7. Find Media: 5.78%
8. Renew Your Materials: 4.81%
9. Find Course Reserves: 3.72%
10. Find Music: 3.07%
User Study

Methods:

• Interviews (including 3 task sets)
• Action Research - Participatory Design
User Interviews

Key Findings - Search:

- Our participants considered the library website as a getaway to help them locating information or locating access to the information/services. They are less likely to stay within the website as soon as they find what they need.
- For finding resources, 100% Participant preferred search boxes to be located at the most prominent spot of the website homepage. Usually this spot is located at the top center or top left of the screen and above the page folder.
User Interviews (Cont.)

Key Findings - Search:

• 18 participants out of 19 preferred to use the tabbed search boxes
• Participants indicated that they are not in favor of the Single Search Box, which only offers one combined search options. Many stated that they need to know the search options and what are they searching in.
User Interviews (Cont.)

Key Findings – Ask Us:

- Most participants indicated that the “Ask Us” is an important feature to have, and 100% participants included “Ask Us” as part of their own homepage design feature.
- When we asked if they have used the “Ask Us” before, less than 25% said yes.
- The faculty participants indicated that they will contact their library liaison instead of using the “Ask Us”, but thought the “Ask Us” would be important to have for their students.
User Interviews (Cont.)

Key Findings – News & Events:

• Less than 30% indicated that they have read our website’s news and events section.
• When asked the likeliness to read our news and events in the futures? Most students indicated that it is less likely for them to do so, because they come to the library homepage with a specific task in mind. They want to come in and leave as soon as they find where to go next for completing their tasks.
User Interviews (Cont.)

Key Findings – Use of Icons:

• 90% of the participants were having issue to identify at least one icon that was used below.
Key Findings – Hours:

- Most student participants indicated that they like the feature showing today’s hour and/or the upcoming hours at the library website homepage. Display options that provide different views for hours are also desirable.
- Faculty participants, on the other hand, were lukewarm about the hours display in general.
User Interviews (Cont.)

Key Findings – Libraries initiatives, Collections highlights, Unique collections, etc:

- Most participants showed little to no interest of checking out those type of content.
- Most the participants stated that they either know what they come to the library website for, or want to find what they are looking for as quick as possible. They have no time to explore the site.
User Interviews (Cont.)

Key Findings – Participatory Design:

<table>
<thead>
<tr>
<th>Features/Links/Elements</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Search/Find option</td>
<td></td>
</tr>
<tr>
<td>Search box’s location is prominent</td>
<td>100</td>
</tr>
<tr>
<td>Search box offers options to search within defined scope</td>
<td>95</td>
</tr>
<tr>
<td>Search box with well-defined tab design</td>
<td>90</td>
</tr>
<tr>
<td>Need Assistance from Librarian or Library Staff</td>
<td></td>
</tr>
<tr>
<td>Ask US/Need Helps</td>
<td>100</td>
</tr>
<tr>
<td>Individual Research Appointment</td>
<td>5</td>
</tr>
<tr>
<td>About the Libraries/ Information</td>
<td></td>
</tr>
<tr>
<td>Libraries Hours with relevant day/date, and hours information</td>
<td>85</td>
</tr>
<tr>
<td>Locations, Maps &amp; Directions</td>
<td>80</td>
</tr>
<tr>
<td>Today in the library(events)</td>
<td>60</td>
</tr>
</tbody>
</table>
User Interviews (Cont.)

Key Findings – Participatory Design:

<table>
<thead>
<tr>
<th>Self-Help /Quick Access</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Login to My Account/Renew Materials</td>
<td>65</td>
</tr>
<tr>
<td>How Do I...</td>
<td>60</td>
</tr>
<tr>
<td>Links to frequently used library services/resources</td>
<td>45</td>
</tr>
<tr>
<td>To frequently used ER resources</td>
<td>45</td>
</tr>
<tr>
<td>To Research Guides</td>
<td>40</td>
</tr>
<tr>
<td>Citation Guides &amp; Style Manuals</td>
<td>10</td>
</tr>
<tr>
<td>Resources for difference audiences (distance learner, new to campus, etc)</td>
<td>10</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>New and Noteworthy</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Featured new materials</td>
<td>30</td>
</tr>
<tr>
<td>From the Collections/Exhibitions (with relevant pictures)/Spotlight</td>
<td>30</td>
</tr>
<tr>
<td>News &amp; Events</td>
<td>10</td>
</tr>
</tbody>
</table>
Peer and Literature Reviews

Key Findings:
• Tabbed search boxes dominate
• Primary site architecture does not follow the organizational structure of the library, and tasks/services oriented (user-centered) websites design are most common.
• Listing “Today’s Hours” at the homepage is common
• Rotating spotlight is commonly used to bring otherwise buried content to the forefront
• Ask Us/Ask a Librarian is a universal feature
• Sections for services and policies/procedures tend to be shared across branches.
• Library branches’ site typically include audience-specific news and features
What are our actions in response?

UNT Libraries Website New Design Concept:

See: http://ui.library.unt.edu/demo/lws/design/
Questions?