Implementing Web-Scale Discovery in an Academic Research Library
Usability Testing

• November 2008
  – Tammy Allgood, Web Services Librarian
  – Evaluation of library web site home page

• July 2009
  – Tammy Allgood, Web Services Librarian and Cindi Farmer, Provost Web and Publication Design Group
  – Evaluation of MyASU student portal search box
Interfaces Tested
Methodology

- Participants were asked 4 questions about library research and then asked to complete 12 tasks.
- Tasks were written to simulate the types of information needs students have when coming to the ASU Libraries website.
- The students were observed directly and asked to perform a cognitive walkthrough, verbally explaining their decisions as they attempted to complete the tasks.
- Completion of tasks are measured on the following scale:
  - Unsuccessful.
  - Successful with extra effort.
  - Successful.
Summary of Observed Behavior

• Users often go to "Online Catalog" first thinking it is searching *all* of the Library resources (and don't get results for journal articles).
• Users don't know what database to go to for articles.
• The research-savvy users who have past experience with Google Scholar found most things quickly.
• There is general user dissatisfaction with the distributed nature of library systems.
### Comparison Criteria

<table>
<thead>
<tr>
<th></th>
<th>Summon (<a href="http://www.serialssolutions.com/summon/">http://www.serialssolutions.com/summon/</a>)</th>
<th>WorldCat (<a href="http://www.worldcat.org/">http://www.worldcat.org/</a>)</th>
<th>Google Scholar (<a href="http://scholar.google.com/">http://scholar.google.com/</a>)</th>
<th>Encore</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Implementation time</strong>&lt;br&gt;worklow impact low/med/high</td>
<td>Low implementation time (very little disruption in local workflows)</td>
<td>High implementation time&lt;br&gt;(would be disruptive to BAMS workflows / workflows would have to be revised)</td>
<td>Medium implementation time</td>
<td>Medium implementation time</td>
</tr>
<tr>
<td><strong>Comprehensive content coverage</strong>&lt;br&gt;(high-med-low)</td>
<td>High content coverage</td>
<td>Medium content coverage</td>
<td>Medium content coverage</td>
<td>Medium content coverage</td>
</tr>
<tr>
<td><strong>Licensed Content Negotiation &amp; Contracts</strong></td>
<td>Serials Solutions have our holdings (easy implementation)</td>
<td>Contracts/content must be licensed through WorldCat to be included in holdings search (high impact).</td>
<td>N/A</td>
<td>Some</td>
</tr>
<tr>
<td><strong>Catalog integration</strong></td>
<td>Would need to be indexed by Summon (part of 6 week startup time)</td>
<td>Most Records Already in Worldcat (no coverage of those that are not)</td>
<td>None</td>
<td>Yes</td>
</tr>
<tr>
<td><strong>Programmatic access to data (API)</strong></td>
<td>High</td>
<td>None</td>
<td>None</td>
<td>None</td>
</tr>
<tr>
<td><strong>Privileged local content in search results (show local content first)</strong></td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td><strong>Allows local repository content</strong></td>
<td>Yes</td>
<td>Records must be in WorldCat catalog</td>
<td>Available through crawling; inclusion through Google Scholar is unknown</td>
<td>Yes</td>
</tr>
<tr>
<td><strong>Portal integration</strong></td>
<td>Yes</td>
<td>No</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td><strong>Federated</strong></td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>Yes</td>
</tr>
</tbody>
</table>
Implementation Team

• Web Services Librarian
• Metadata Librarian
• Cataloger
• Head of Bibliographic and Metadata Services
• ILS Admin
• Media Production Manager
• Marketing Director
Implementation

- Purchased product
- Name/Icon Testing - September
- Library Staff Info Sessions - October
- Provost Committee Info Presentation - October
- Internal Beta Testing - End of October
- Beta Release - 11/11/09
- Post Beta User Testing - November/December
- Library Staff Training Sessions - January
- Full Release - 1/5/10
<table>
<thead>
<tr>
<th>Task Name</th>
<th>Start</th>
<th>Finish</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Workflow Management</strong></td>
<td>Tue 8/18/09</td>
<td>Wed 8/26/09</td>
</tr>
<tr>
<td>Create Export Search</td>
<td>Tue 8/18/09</td>
<td>Tue 8/25/09</td>
</tr>
<tr>
<td>Edit Current Cataloguing Workflow to account for no deletions in</td>
<td>Tue 8/13/09</td>
<td>Wed 8/25/09</td>
</tr>
<tr>
<td>Remove item deletion permissions in Millenium</td>
<td>Tue 8/13/09</td>
<td>Thu 8/20/09</td>
</tr>
<tr>
<td>Set up workflow to run search, output Marc, and purge</td>
<td>Tue 8/13/09</td>
<td>Tue 8/25/09</td>
</tr>
<tr>
<td><strong>Data Mapping</strong></td>
<td>Tue 8/18/09</td>
<td>Wed 10/14/09</td>
</tr>
<tr>
<td>Determine which records should not be included in Sum</td>
<td>Tue 8/13/09</td>
<td>Wed 8/25/09</td>
</tr>
<tr>
<td>Map Marc Fields in Catalog to Summon Search Fields</td>
<td>Tue 8/13/09</td>
<td>Wed 9/2/09</td>
</tr>
<tr>
<td>Map Locations</td>
<td>Fri 10/2/09</td>
<td>Wed 10/14/09</td>
</tr>
<tr>
<td><strong>Configuration</strong></td>
<td>Sat 3/21/09</td>
<td>Fri 7/23/10</td>
</tr>
<tr>
<td>Send Configuration Data to Serial Solutions</td>
<td>Sat 3/21/09</td>
<td>Non 3/30/09</td>
</tr>
<tr>
<td>Export all records</td>
<td>Tue 8/18/09</td>
<td>Wed 8/25/09</td>
</tr>
<tr>
<td>FTP records to Serial Solutions</td>
<td>Wed 8/26/09</td>
<td>Non 8/31/09</td>
</tr>
<tr>
<td>Index Content</td>
<td>Wed 9/9/09</td>
<td>Fri 9/9/09</td>
</tr>
<tr>
<td><strong>Web Site Integration</strong></td>
<td>Fri 9/13/09</td>
<td>Fri 9/9/09</td>
</tr>
<tr>
<td>Implementation of User Feedback</td>
<td>Tue 12/8/09</td>
<td>Mon 1/4/10</td>
</tr>
<tr>
<td><strong>MyASU Integration</strong></td>
<td>Wed 11/11/09</td>
<td>Non 1/11/10</td>
</tr>
<tr>
<td><strong>Toolbar Integration</strong></td>
<td>Wed 11/11/09</td>
<td>Non 1/11/10</td>
</tr>
<tr>
<td>Live Web Site Integration</td>
<td>Mon 1/14/10</td>
<td>Mon 1/11/10</td>
</tr>
<tr>
<td><strong>Blackboard Integration</strong></td>
<td>Fri 6/4/10</td>
<td>Thu 7/23/10</td>
</tr>
<tr>
<td><strong>Facebook Application?</strong></td>
<td>Tue 2/19/10</td>
<td>Thu 3/25/10</td>
</tr>
<tr>
<td>LibGuides Widget</td>
<td>Tue 2/19/10</td>
<td>Non 3/29/10</td>
</tr>
<tr>
<td><strong>User Testing</strong></td>
<td>Mon 8/24/09</td>
<td>Fri 8/28/09</td>
</tr>
<tr>
<td>Poll Users for new name for Summon Search Service</td>
<td>Mon 8/24/09</td>
<td>Fri 8/28/09</td>
</tr>
<tr>
<td>Nameisim Testing</td>
<td>Tue 9/15/09</td>
<td>Tue 9/22/09</td>
</tr>
<tr>
<td><strong>Internal Beta Testing</strong></td>
<td>Wed 10/14/09</td>
<td>Fri 12/3/09</td>
</tr>
<tr>
<td>Provost Committee Testing</td>
<td>Wed 10/23/09</td>
<td>Fri 11/6/09</td>
</tr>
<tr>
<td>Pre Beta User Testing</td>
<td>Wed 10/21/09</td>
<td>Fri 11/6/09</td>
</tr>
<tr>
<td>Post Beta User Testing</td>
<td>Mon 11/23/09</td>
<td>Mon 12/7/09</td>
</tr>
<tr>
<td><strong>Marketing and Promotion</strong></td>
<td>Tue 8/18/09</td>
<td>Tue 8/3/10</td>
</tr>
<tr>
<td>Create icon for new search service</td>
<td>Tue 8/13/09</td>
<td>Mon 9/14/09</td>
</tr>
<tr>
<td>Provost Committee Info Presentation</td>
<td>Wed 10/26/09</td>
<td>Wed 10/23/09</td>
</tr>
<tr>
<td><strong>Library Staff Info Sessions</strong></td>
<td>Mon 10/5/09</td>
<td>Fri 10/16/09</td>
</tr>
<tr>
<td><strong>Viral Promotion</strong></td>
<td>Mon 10/12/09</td>
<td>Wed 11/11/09</td>
</tr>
<tr>
<td>Full Release Campaign</td>
<td>Mon 1/4/10</td>
<td>Tue 1/12/10</td>
</tr>
<tr>
<td>External publications and presentations</td>
<td>Mon 5/3/10</td>
<td>Tue 5/3/10</td>
</tr>
<tr>
<td>Full Release</td>
<td>Tue 1/12/10</td>
<td>Tue 1/12/10</td>
</tr>
<tr>
<td><strong>Collection Savings</strong></td>
<td>Mon 2/1/10</td>
<td>Thu 4/1/10</td>
</tr>
</tbody>
</table>
Rebranding Summon
Student Advisory Committee

- Voted for “Library One Search”
- Quotes from students:
  - “I find it hilarious that both Library Single Search and Library Multi Search are in the running...”
  - “Questions: Why won't every single item be indexed? What would be the point of a search box such as this if every single item is not indexed? Don't you think this will create a black hole of items that will never be used or accessed?”
Library One Search retrieves many articles, books, and other resources from the ASU Libraries' collection. About the Library One Search

Subject and Course Guides (LibGuides)

LibGuides - Guides to finding the best resources on a subject or a specific course. Find a subject librarian

Most Used Resources

- ABRinform
- Academic Search Premier
- CINAHL
- Dissertations & Theses
- Economist Intelligence Unit (EIU)
- ERIC
- Google Scholar
- JSTOR
- LexisNexis Academic
- MDConsult
- Medline (Ovid)
- Naxos Music Library
- netlibrary
- PsycInfo
- PubMed
- Reprints
- Web of Science
- WorldCat (OCLC FirstSearch)
Coverage Information

- Electronic Serial coverage is tricky to calculate... 97% of our 100 top accessed journals
- 91.28% of all electronic items with unique ISSNs
- “The Library One Search Searches most, but not all of our resources. If you are not finding what you expect or for a more comprehensive search, consult your [subject librarian](http://www.serialssolutions.com/assets/publications/Summon-represented-titles.pdf). They can assist you with other resources that are not included in the Library One Search.”
Marketing
Internal Marketing
Usage
User Feedback

- Web Site Survey
- 190 users
- Incentive – book store gift certificates
User Feedback

How are you affiliated with ASU?

- Undergraduate (largest section)
- Masters
- Doctoral
- Faculty
- Staff
- Not affiliated
- Other (please specify)
User Feedback

With which ASU college are you affiliated (e.g., your major)?

- Liberal Arts and Sciences
- Engineering
- Education
- Design and the Arts
- New College
- Other (please specify)
- Public Programs
- Teacher Education
- Business
- University (Exploratory)
- All Other Responses

ASU Libraries
User Feedback

What is your age?

- 18-22
- 23-28
- 29-34
- 35+

ASU Libraries
User Feedback

Have you used the Library One Search?

- Yes
- No
Is the Library One Search a positive addition to the current library services?

- Yes
- No
User Testing
Results

• Currently collecting
• Obvious differences between students and faculty
• Future publication