

Searching the UCI Library Website

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Methods That We Use



Reviewing
Existing Research



Focus Group

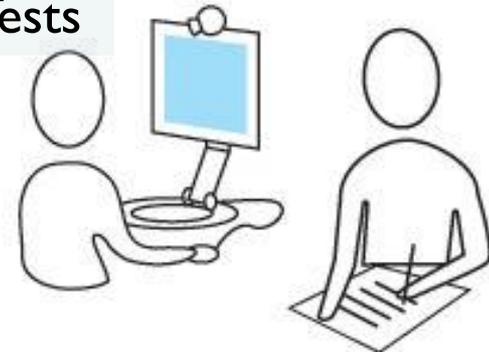


Brainstorming
Designs

Interviews



Usability Tests



Method 1: Reviewing Existing Research

- Google Analytics for library website
- Library website survey from last year



EEE – The Electronic Educational Environment University of California, Irvine

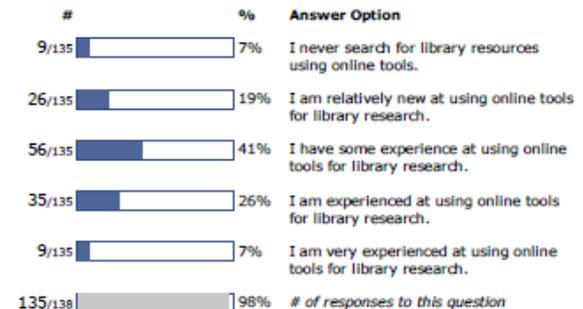
Survey: Finding Electronic Resources

About this survey

of possible respondents: (Survey open to public)
of submissions: 138

Questions (10 questions)

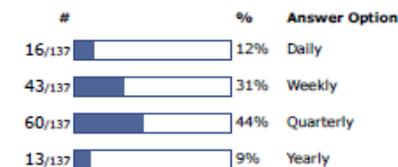
1. Please describe your experience level using online tools to do library research.



2. Please indicate how often you search for these types of electronic resources:

(displayed as grid)

2.1. Articles



Method 1: Reviewing Existing Research

Results

- **Popular searches**

- hours, VPN, course reserves

- **Google and Google Scholar**

- most popular academic research tools

- **Antpac is more popular than Melvyl!**

- **Medical Library**

- people browse from medical library homepage to databases like PubMed

- **Off-campus access is important**



Method 2: Interviews

What we want to know

1. Librarians' daily job, search tools and search experience
2. Researchers' search behavior and questions

Methods

1. Semi-structured interviews
2. Pair-work on librarian interviews
 - interviewer + note-taker, voice recorded
3. Librarians in different subjects
 - Art, Science, Medical, etc

Results

- Different subjects, Different requirements, Different ways
- How librarians use the UCI library website
- Tools vs Experience
- Third party tools
- Google Search



Method 3: Focus Group

Structure

1. Recruit the participants
2. Open-ended survey
3. Introduction
4. Demographic
 - Day-in-the-life
5. Search strategies
6. Library
 - Background info
7. Library website
 - Now
 - Future



Chen Li is talking about his research strategies!



Method 3: Focus Group

Results

- People do iterative research only on Google
- The website should be as easy as possible
- More cohesion between pages
- Comparison between Google and Library Website

Google



- Simple layout, much easier for common users
- Allow general keywords to search
- Large amount of resources



- Much disturbance from resources of other areas
- Limited resources can be accessed

Library website



- Results are specific and well-sorted
- Resources are downloadable



- Limited amount of resources
 - Too many links to everything
 - Too many clicks to get DB page
 - Need keyword to search
-



Method 4: Brainstorming and Designing

Methods

1. Competitive Analysis
2. Brainstorm Crazy Ideas
3. Group Related Ideas
4. Select Top Ideas
5. Wireframe Top Ideas
6. Features Categorization
7. Concepts Categorization
8. Cognitive Walkthrough
9. Iterate Wireframes



We are grouping related ideas!



Method 4: Brainstorming and Designing

Results:

- Instant search bar
- Custom homepage
- UCI Library extension for Google Scholar

Search Melvyl

How to use:
Search for your major:
Example "Computer Science"
Search for a database by its name:
Example "Web of Science"
Search for a database by a related keyword (Search through catalogs):
Example "Wage California"
Search for an article by its APA citation:
Example
"Groete, G, 2011. Modern B-Tree Techniques. Foundations and Trends in Databases 3, 4 (Sept. 2011) 203-402"
Search on Melvyl:
Example "Beethoven symphony 7"
Search for Library hours:
Example "Langson"

More Tips!

Search Melvyl

Database
foactive

Ask for Help!
FAQ
Ask UCI Subject Librarians for Help!

More
Search "foactive" On Melvyl
Search "foactive" On ANTPAC
Search "foactive" On UCI Library Website

beethoven - Google Scholar

Google scholar

Scholar Articles and patents

show The Classical Style Haydn, Mozart, Beethoven

Beethoven - Google Scholar

Beethoven - Google Scholar

Search Melvyl

Subject Guide
Writing 33C: Argument and Research

Course Reserves
Find Course Reserves (ANTPAC):
Course Name OR Instructor Name Submit

Ask for Help!
FAQ
Ask UCI Subject Librarians for Help!

More
Search "Writing 33C" On Melvyl
Search "Writing 33C" On ANTPAC
Search "Writing 33C" On UCI Library Website

Search Melvyl

Subject Guide
Bren: School of Information and Computer Science

Databases
ACM
IEEE
DBLP: Computer Science Bibliography
More Databases

Course Reserves
Find Course Reserves (ANTPAC):
Course Name OR Instructor Name Submit

Ask for Help!
FAQ
Ask Subject Librarian "Julia Gelford" Help!

More
Search "Computer Science" On Melvyl

Search Melvyl

Melvyl
Search Topic: "An Intersectoral Flows Analysis of the California Eco..." by "Tiebout, C."

Method 5: Usability Test

Methods

1. Write usability plan
2. Recruit participants
5 researchers from different depts
3. Run usability test
 - Facilitator, paper prototype operator
 - Team split into pairs, tested in parallel
 - Paper prototype and iPad for clicks not on paper
 - Participant thinks out loud
 - Video record in Hana Lab
4. Analyze results



Participants are performing several tasks on our prototypes!



Method 5: Usability Test

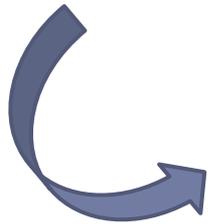
Results (recommendations for final design)

- Google Scholar concept - **abandon it**
- Magic search box - **keep it**
 - Need to train users how to use it
 - Improve search for journal articles
- Custom homepage - **keep it**
- Non-custom homepage - **simplify it**
 - Assume users search for content and don't read many modules
 - Improve organization of "Books Articles and More"
 - Emphasize online resources that UCI Library pays for

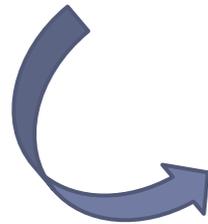
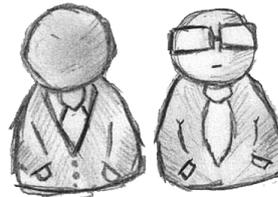


Final Design

Final design wireframe



Get ad hoc feedback from researchers, librarians, and client



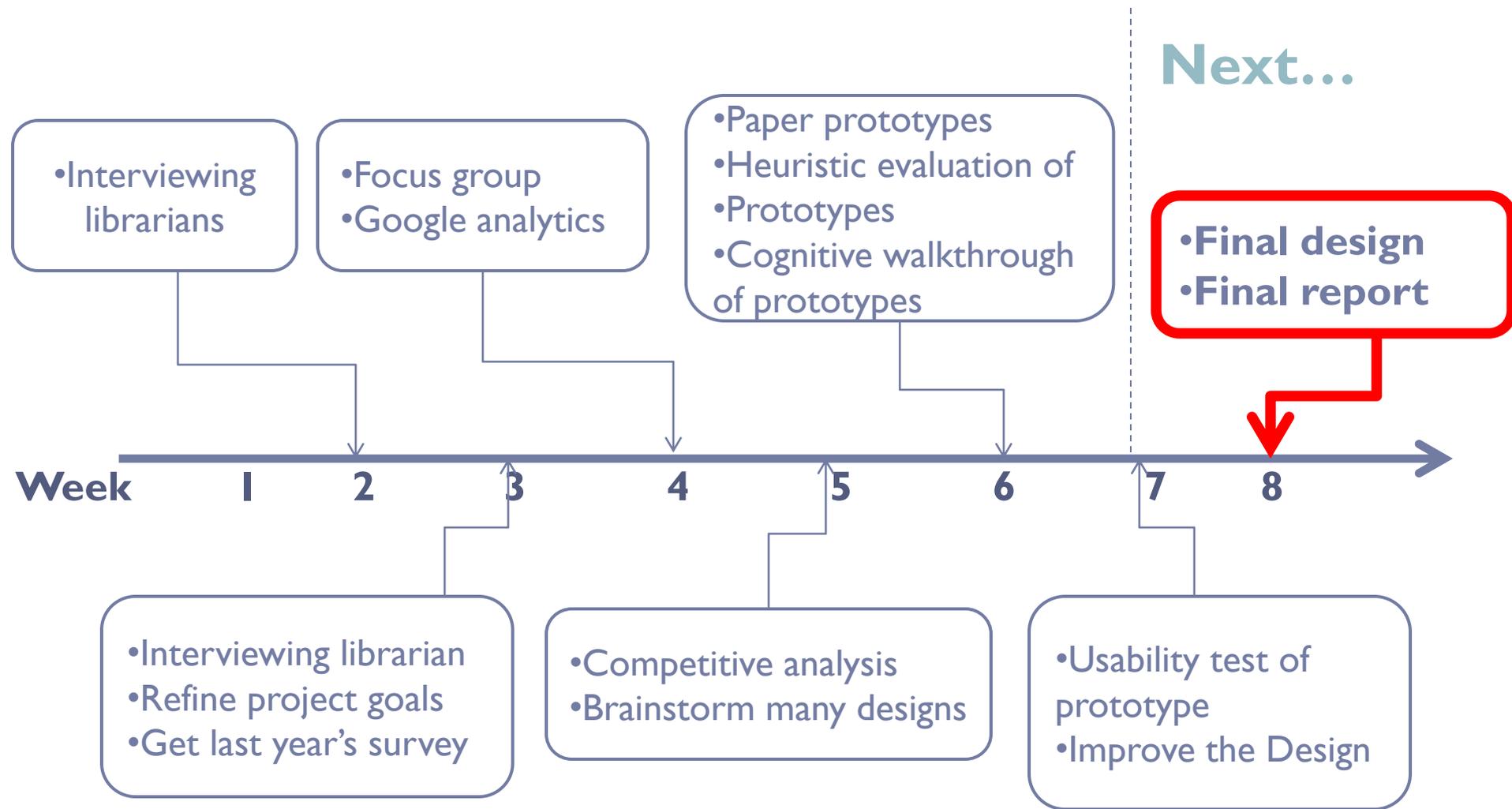
Iterate final design wireframe



Final report



TimeLine



Thank you.

Questions?

