



Primo useability testing @ Swinburne

ANZREG in July 2016 – Alma / Primo Best Practice Day

Background story & timeline of approaches used

- With the move to Primo the whole library recognised the importance of useability
- In-house library user experience expert (Dana McKay <https://twitter.com/DanaChatter>)
- Best practices for search (broad survey)
 - Defined our search agenda
- Data driven
- Based on the mindset of
 - Adaptive / quick to change based on new/emerging user behaviour
 - User focused



Best practices (broad survey)

- What content should we search by default?
- How do we describe what is searched?
- What terminology do we use for search options?
- How do we help our users when things go wrong?
- How can we present search results better while still meeting Swinburne template requirements?

Best practices (broad survey)

Search the Library Guest My Account Log in

paper NOT art x Title [v] [q]

[Advanced Search](#) | [A-Z Journals](#) | [Help](#)

328,235 results

Show only

Peer reviewed
Online
Location

Type

Books
Ebooks
Articles
Journals
Videos

Date

[] to 2016

Refine by date

- Paper**
 Andrea Pinnington c2001
[View Online](#) [Get It](#) [Details](#)

- Paper**
 -c1993
[View Online](#) [Details](#)

- Working paper (Overseas Development Institute (London, England))**
 Overseas Development Institute (London, England) 198?
[View Online](#) [Details](#)

- CEDA information paper**
 Committee for Economic Development of Australia 1989-
[View Online](#) [Get It](#) [Details](#)

- Occasional paper (Garden History Society (Great Britain) : Online)**
 Garden History Society (Great Britain) 1969-1970
[View Online](#) [Get It](#) [Details](#)

Swinburne > LIBRARY GUEST MY ACCOUNT LOG IN

Search

the hunger games x [q] SEARCH

REFINE YOUR SEARCH v

Peer reviewed
Online
Print

PUBLICATION TYPE v

Books & ebooks x

Articles
Journals
Video & audio

LOCATION >

DATE >

68 results [ADVANCED SEARCH](#)

- The hunger games**
 Author: Suzanne. Collins
 Multiple editions and formats

- Quicklet on Suzanne Collins' The Hunger Games**
 Author: Hayley. Igarishi author
 Publisher: : Hyperink 2011
 | Publication type: eBook
 > [View Online](#) > [Details](#)

- Of bread, blood, and the Hunger Games critical essays on the Suzanne Collins trilogy**
 Author: Leisa A. Clark 1968- author; Mary Pharr author
 Publisher: Jefferson : McFarland & Company, Inc., Publishers 2012
 | Publication type: eBook
 > [View Online](#) > [Details](#)

- The Hunger Games (Suzanne Collins) A State Standards-Aligned Literature Kit**
 Author: Lynda. Allison author
 Publisher: San Diego : Classroom Complete Press Ltd 2015
 | Publication type: eBook
 > [View Online](#) > [Details](#)

- Hunting Girls Sexual Violence from The Hunger Games to Campus Rape**
 Author: Kelly. Oliver author
 Publisher: New York : Columbia University Press 2016
 | Publication type: eBook

Best practices (broad survey)

Not library focused

User focused

Not looking at what Primo
can/can't do

The screenshot shows the Swinburne University of Technology Library website. The header includes the Swinburne logo and the word "Library". A navigation menu on the left lists: Home, Find, Get Help, Borrowing, Facilities, Services, About us, and Contact. The top right corner shows the user name "Lauren Dunstan", a "My Account" link, and a "Log out" link. A search bar is present with a search icon and links for "Advanced search" and "Help". Below the search bar, there are tabs for "All", "Books", "Articles", and "Videos". The search results show "1,932 results" with a "1-10 Next" link. The results are sorted by "Relevance" and "Date". Three eBooks are listed:

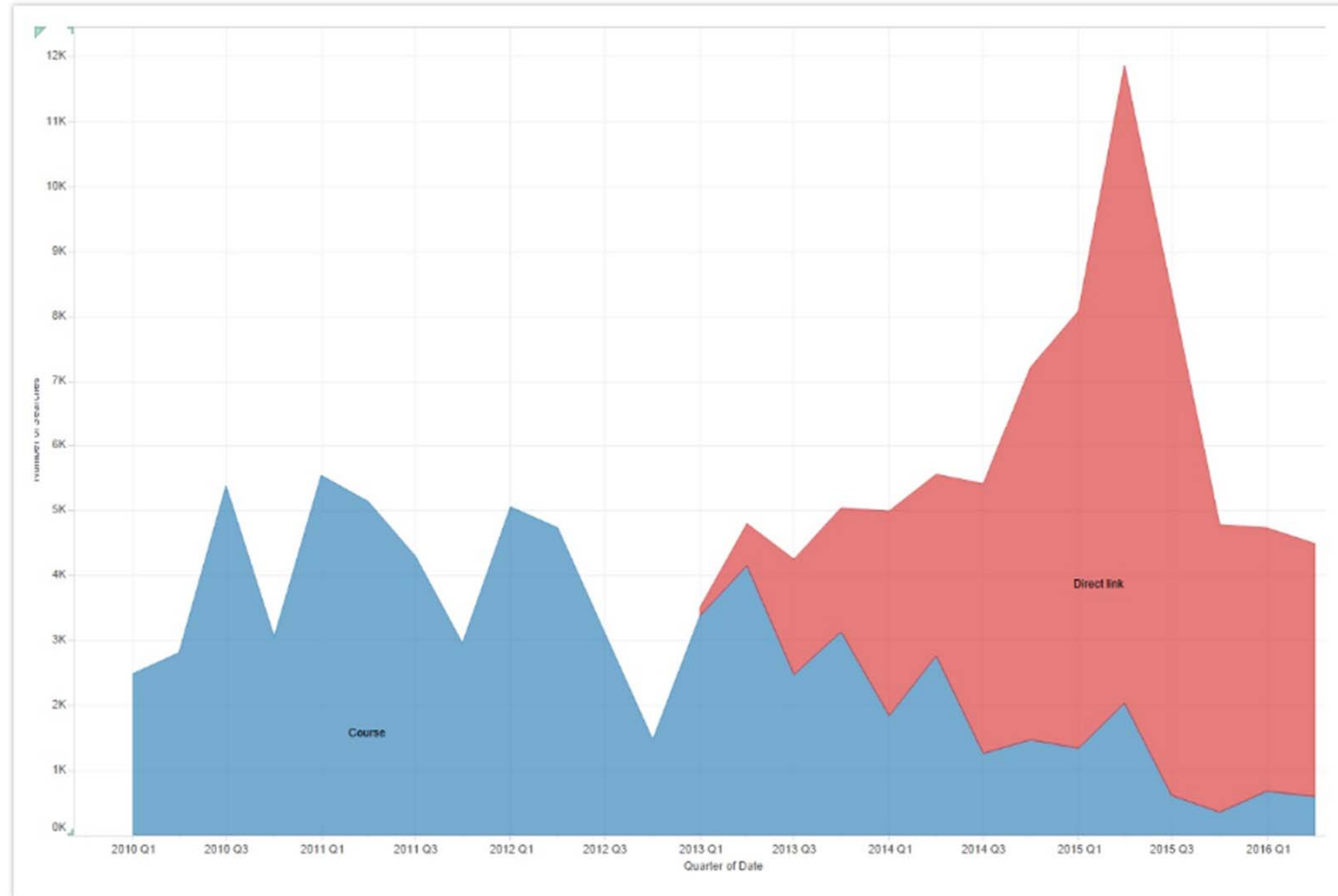
- A handbook of corporate governance and social responsibility**
Güler Aras; David Crowther; Books24x7, Inc.
2010
Available: [View online](#)
- Corporate Social Responsibility in India**
Sanjay K. Agarwal
2010
Available: [View online](#)
- Perspectives on Corporate Social Responsibility**
N. Boeger R Murray; C Villiers
2010
Available: [View online](#)

Data driven

Evolving user behaviour

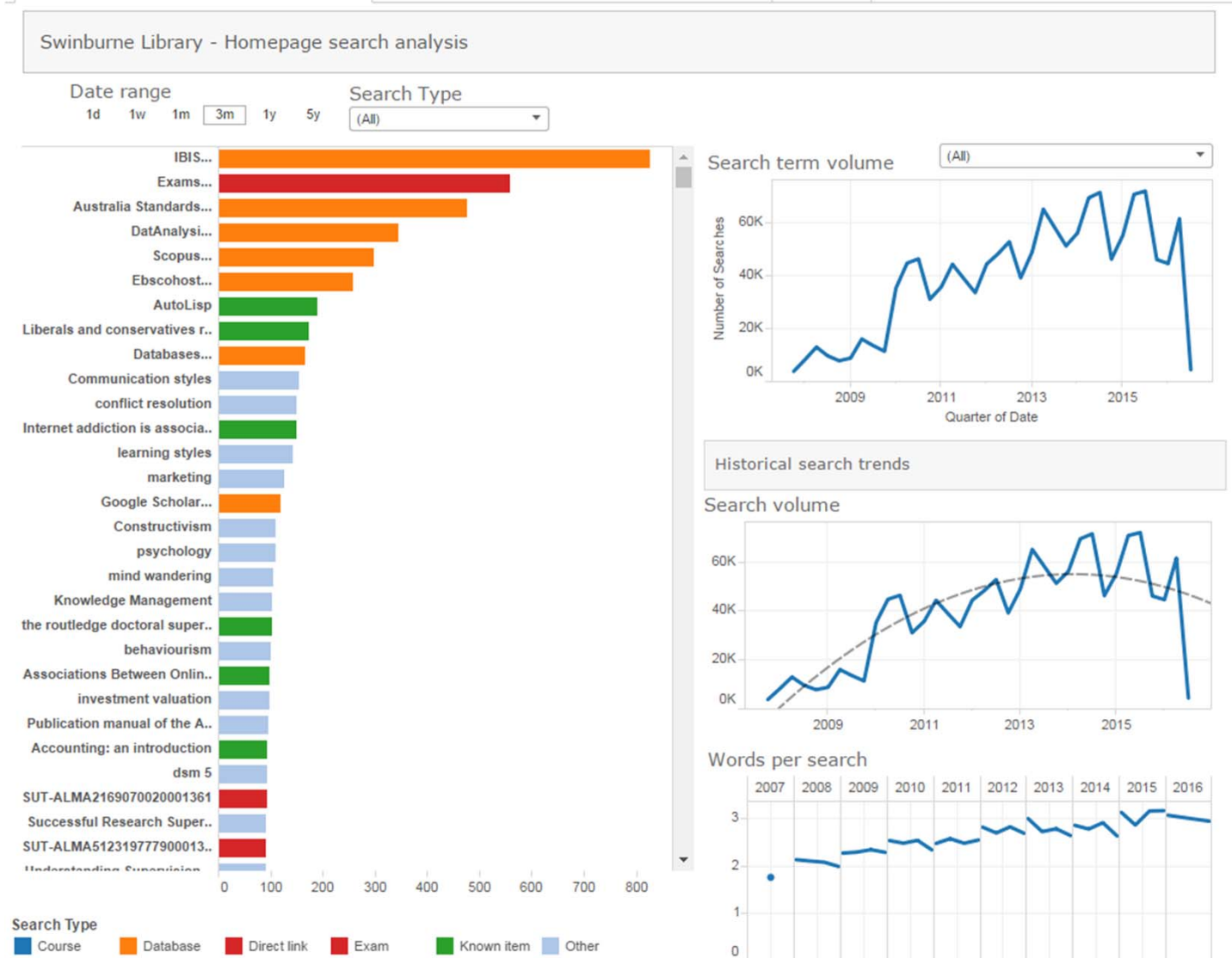
Monitor and adapt Primo and library website based historical and up to the minute user behaviour metrics

Blue = Course code search, Red = Direct link

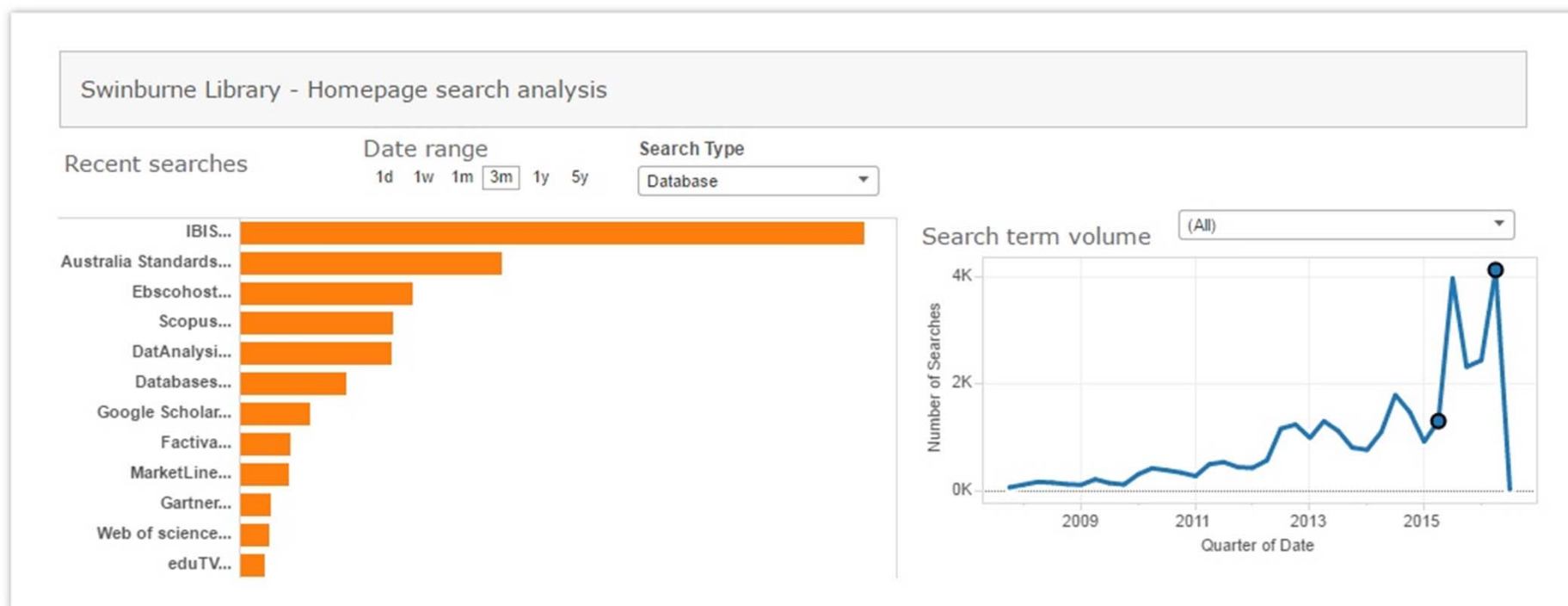


Data driven

Look deeper into what our users are doing/looking for and why



Data driven - Databases, the Library website & Primo



Data driven

Continual monitoring

React/adapt to change

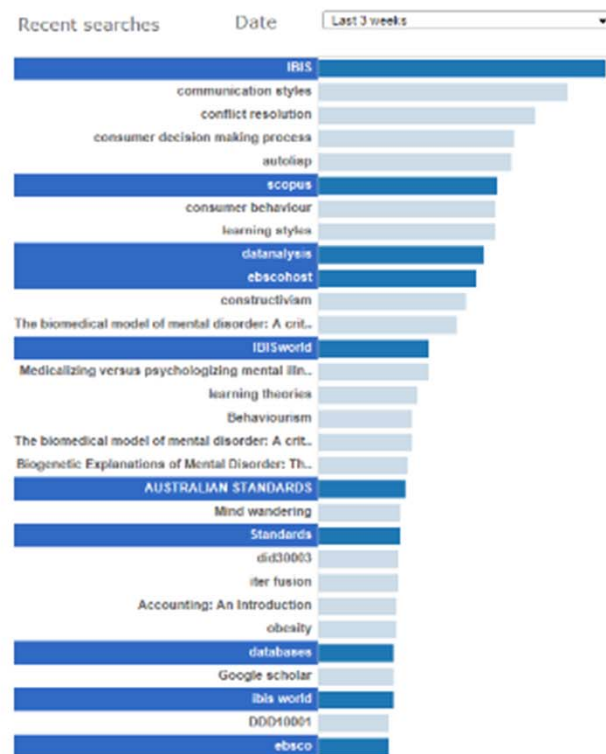
Root cause analysis of the user behaviour change and impact of changes we implement

Searches for databases in Primo

Currently 10 out of the top 30 Primo searches are for databases (refer highlighted below)

In the past even if you knew the title of the database in Primo it was still hard to find the corre

Thanks to the work of John Butera, Tony Davies, Fiona O'Donnell and Leanne Trembath the been substantial improved to be more inline with how students search and call the various da



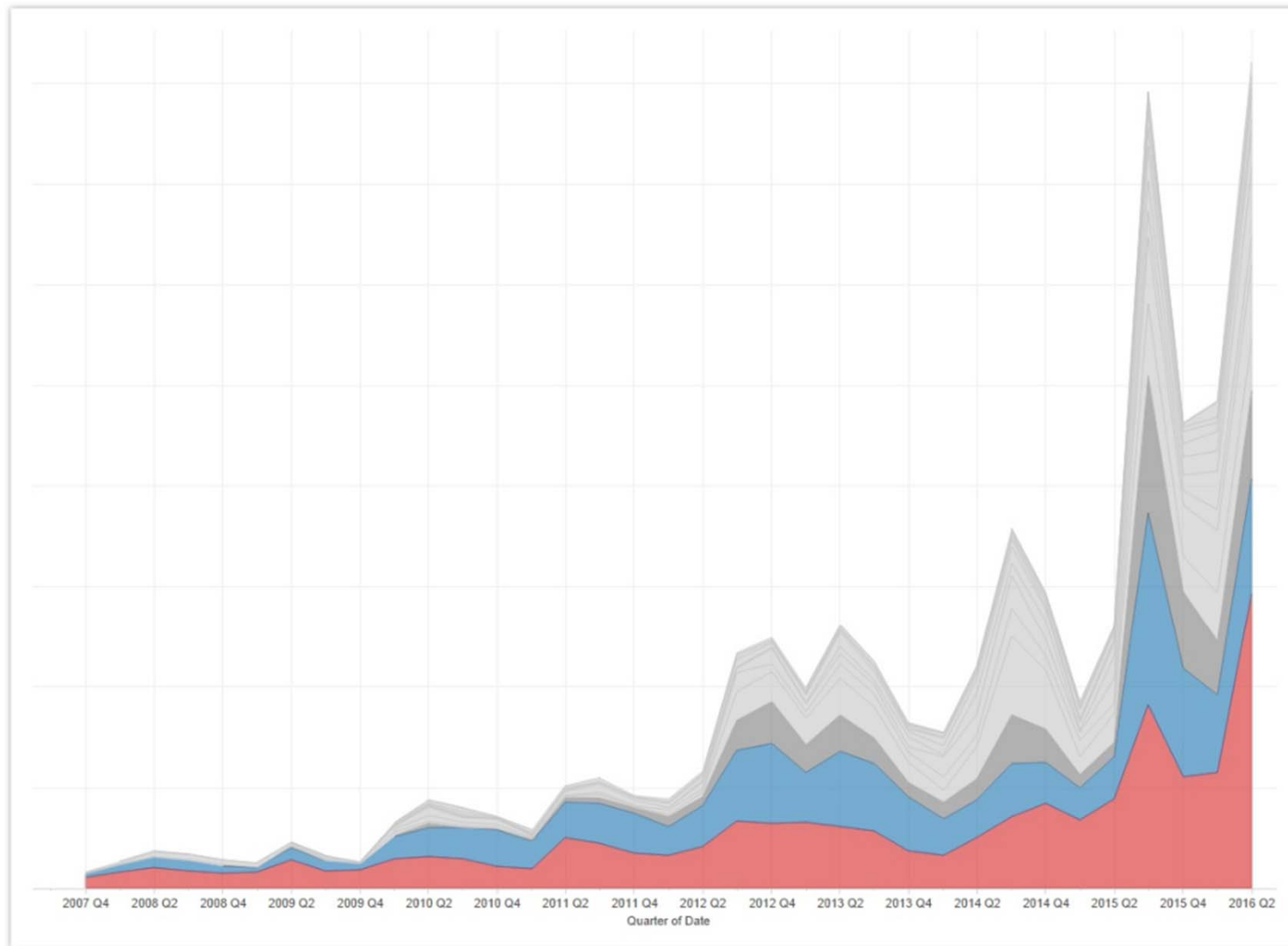
Data driven

What databases

Why?

And how has the user behaviour changed?

Red = IBIS, Blue = Australian Standards, Dark grey = Ebsco, Light grey = all other databases combined



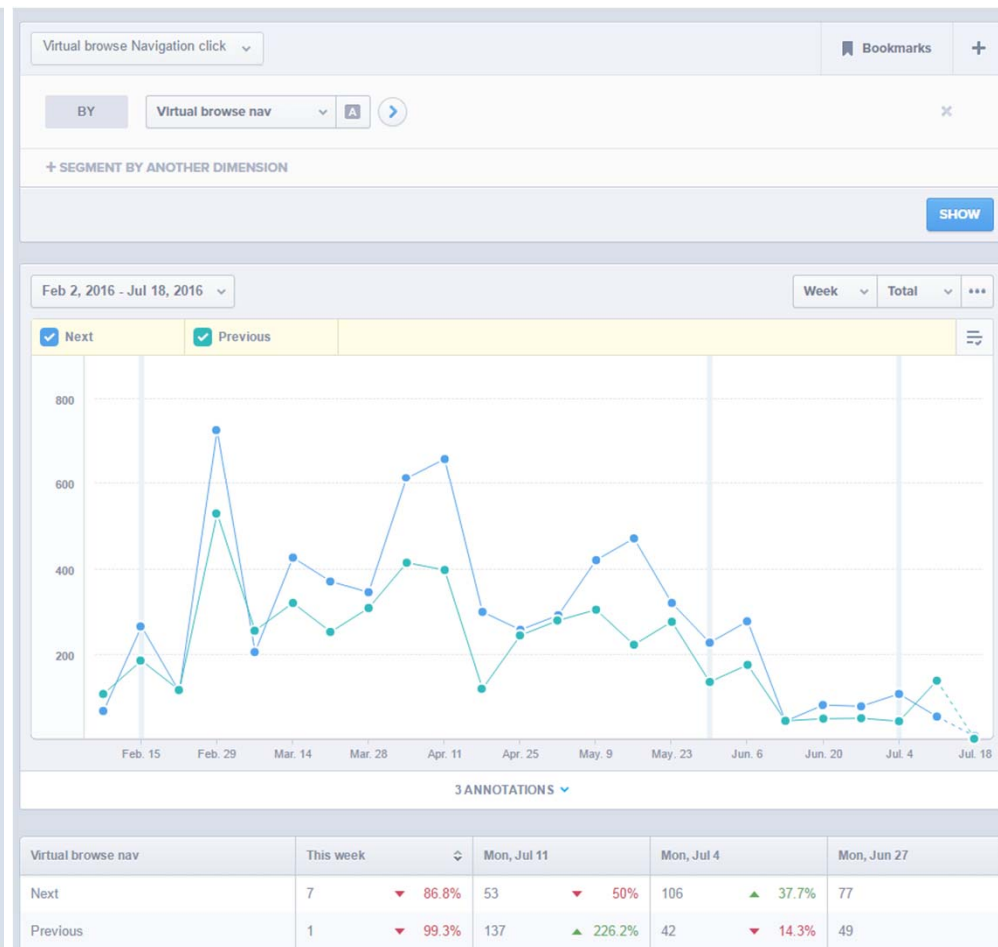
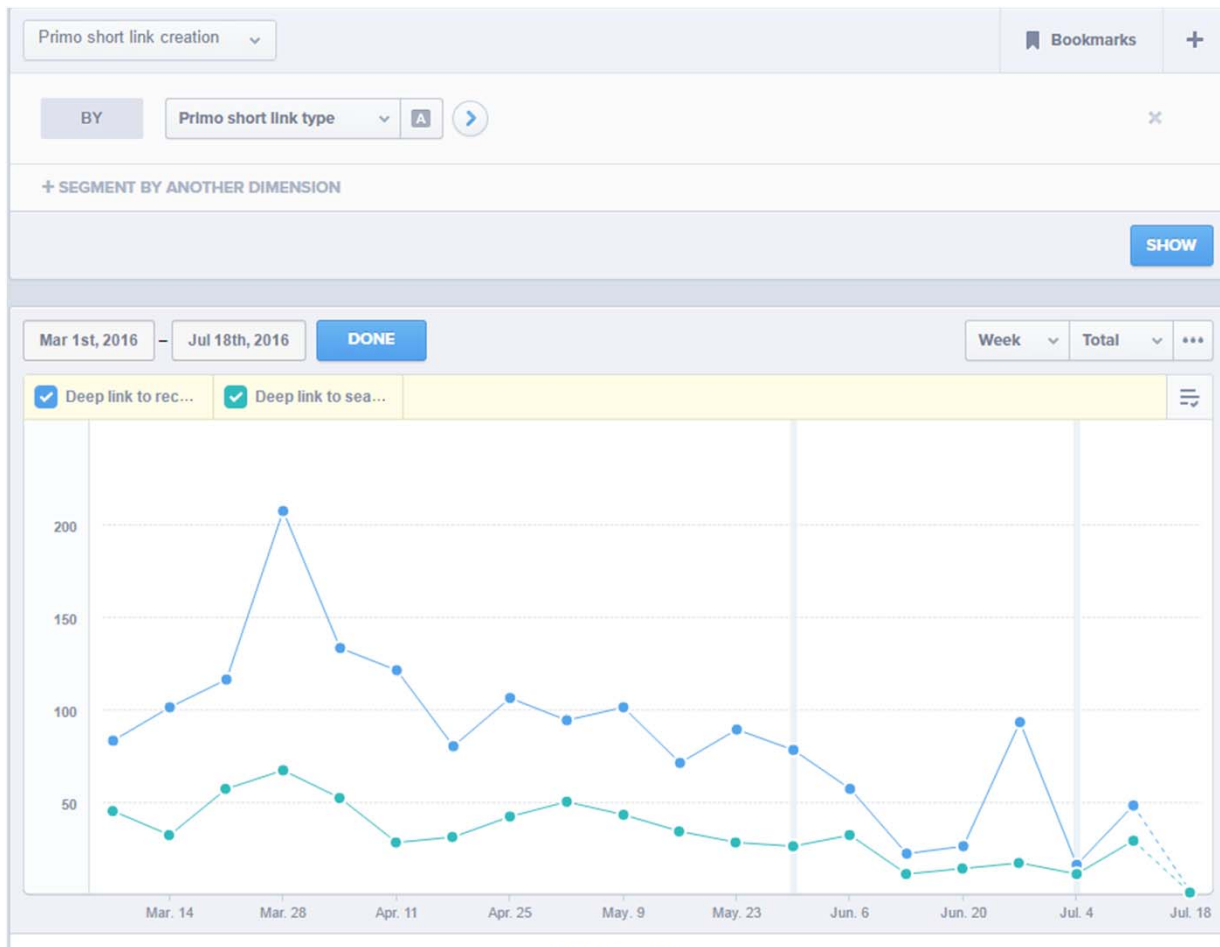
Data driven - Facet redevelopment

Facet usage doubled when we reduced number of facet in half





Data driven - MixPanel examples



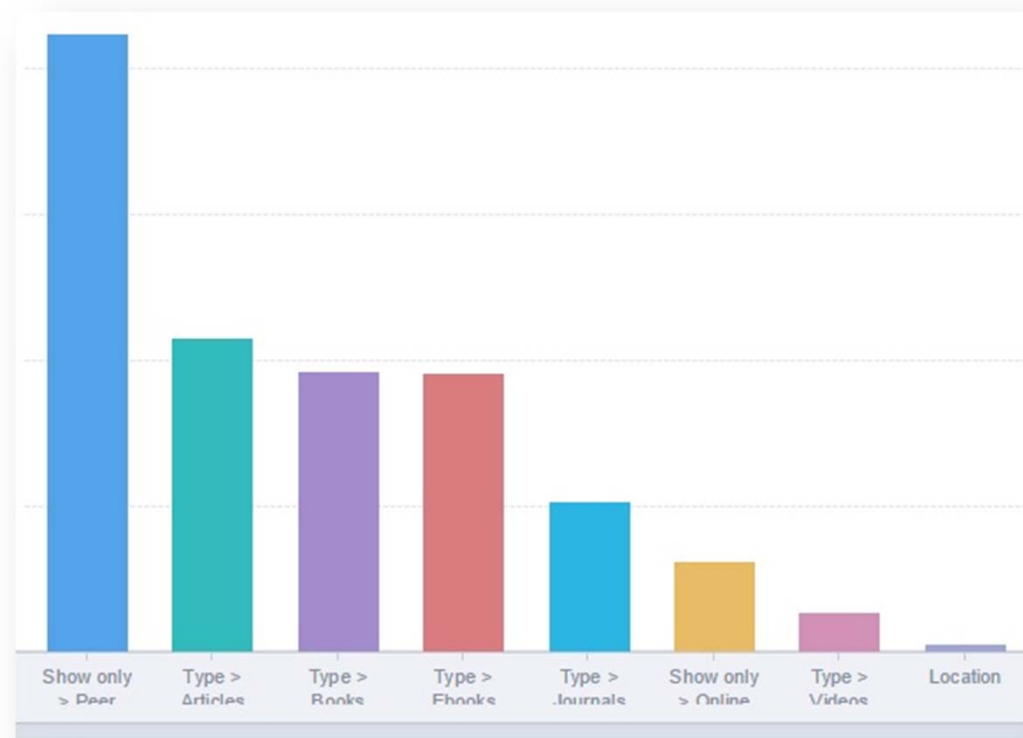
ANZREG in July: Alma / Primo Best Practice Day | http://bit.ly/anzreg_in_july_2016 | @_justin_kelly

Data drive - measure & action

Example:

Changes to video facet

The 'Videos' facet ~ 2.5% of facet usage



Data drive - measure & action

Media	Audio video	Audio Video	Audio Visual
<p>Show only</p> <p>Peer reviewed Online Location ▶</p> <p>Type</p> <p>Books Ebooks Articles Journals Media</p> <p>Date</p> <p>1959 to 1978</p> <p>Refine by date</p>	<p>Show only</p> <p>Peer reviewed Online Location ▶</p> <p>Type</p> <p>Books Ebooks Articles Journals Audio video</p> <p>Date</p> <p>1959 to 1978</p> <p>Refine by date</p>	<p>Show only</p> <p>Peer reviewed Online Location ▶</p> <p>Type</p> <p>Books Ebooks Articles Journals Audio Video</p> <p>Date</p> <p>1959 to 1978</p> <p>Refine by date</p>	<p>Show only</p> <p>Peer reviewed Online Location ▶</p> <p>Type</p> <p>Books Ebooks Articles Journals Audio Visual</p> <p>Date</p> <p>1959 to 1978</p> <p>Refine by date</p>

REFINE YOUR SEARCH ▼

- Peer reviewed
- Online
- Print

PUBLICATION TYPE ▼

- Books & ebooks
- Articles
- Journals
- Video & audio**

LOCATION >

DATE >

Data drive - measure & action

Where possible before a change is implemented define stats that would indicate worrisome results

Primo search box

Stats to track

- Proportion of users that use search refinements
- Proportion of users that refine to books, specifically
- The how-manieth search result users select, if it is possible to gauge this
- number of questions to the rovers and lending staff on how to find things, if possibl
- book circulation (this is declining, but significant changes in the rate of decline sho
- Proportions of use of Google Scholar, EBSCO and the Library search

Red flags and possible actions

Wait one month after changes before interpreting any results as worrisome, this is the be considered red flags:

- An increase of more than 5% in search facet use
- More than 30% of users refining specifically to books (based on the number of use
- Any significant change (an increase or decrease of more than 5%) in the number c
- More than 10% of users selecting other than the first search result
- An increase of more than 5% in the number of questions received by front line staf
- Any increase of more than 10% over the expected decline of book circulation
- An increase of more than 5% in the use of ESCBO or Scholar or EBSCO and Sch

Adaptive

The image displays two screenshots of social media posts. The left screenshot is a Facebook post from Jessica Coxall at Swinburne University of Technology, dated yesterday at 12:05am. The text of the post reads: "Hi guys, the new library layout is absolutely terrible. The size of the font makes it impossible to see more than 3 search results at a time, making searching incredibly inefficient. Really disappointed with these changes." The words "library layout is absolutely terrible" are highlighted in yellow. The right screenshot is a mobile notification from Anthony Piccolo (@anthonypiccolo) posted 2 hours ago. The text reads: "The new @swinlib website is horrible. The text is way too big for what's supposed to be a search engine/database." The words "The new @swinlib website is horrible" are highlighted in yellow. Below this is another notification from "girl with fox tattoo" (@kimtairi) posted 22 hours ago, which includes a photo of two people and the text: "View from our balcony at work @swinlib @swinburne #melbourneiloveyou #melbourne #igersmelb... ift.tt/1fG1viN".

Adaptive

The image shows a comparison of search results for the term 'Accounting' between two library systems. On the left, a search results page displays a list of books, with a pink arrow pointing to the text 'Monash: 8 results'. On the right, a search results page shows a search for 'accounting' with 559,943 results. A pink arrow points from the search results on the right to the 'ONLINE' filter on the left, which is highlighted in pink. The search results on the right include three book entries: 'Accounting' by John Hoggett (1948), 'Accounting' by Charles T. Horngren (1926), and 'Accounting' by J. R. Hoggett (John Robert) (1979).

Search results for 'Accounting' (Monash):

- Accounting 7th ed. 2013 Available
- Accounting 1992 Available
- Accounting 4th ed. 2006 Available
- Accounting Charles T. Horngren 1926- 7th ed. 2007 Available
- Accounting John. Eve 1990 Available
- Accounting Matthew Harold. Hunter 1973 Available
- Accounting Matthew Harold. Hunter Rev. ed. 1979 Available
- Accounting Charles T. Horngren 1926-

Search results for 'Accounting' (Swinburne):

- Accounting 559,943 results
- Accounting Author: John Hoggett 1948- Publisher: 8th ed.. Milton, Qld. : John | Publication type: Book
- Accounting Author: Charles T. Horngren 1926- W. Publisher: 9th ed.. Upper Saddle River | Publication type: Book
- Accounting Author: J. R. Hoggett (John Robert), 15 Multiple editions and formats

Adaptive

The screenshot shows the ANZREG website search results page. The search query is "The Age newspaper" and there are 349,968 results. The page features a navigation menu at the top, a search bar, and a list of search results. Annotations with pink arrows point to specific elements:

- Remove 2nd level nab
- Remove site search
- Move search box up into site header
- Minimise padding
- Drop font size
- Can minimise search box further

The search results list includes:

- Stop the presses [Processing census forms in the old offices of The Age newspaper.]**
Publisher: Big Issue Australia, No. 412, 31 July-13 Aug 2012: 18-19 | Publication type: Article
- Age (Melbourne, Vic. : Online)**
Author: Fairfax Media (Firm)
Publisher: Fairfax Media library edition (Online)
Publisher: Sydney : Fairfax Media 2010- | Publication type: Other
- Newspaper Consumption in the Digital Age: Measuring multi-channel audience attention and brand popularity**
Author: Thurman, Neil
Publisher: Digital Journalism, 2014, Vol.2(2), p.156-178
Publisher: Routledge | Publication type: Article
- Art and news, intersecting in the digital age.(The Last Newspaper)(Movies, Performing Arts/Weekend Desk)(ART REVIEW)**
Author: Cotter, Holland
Publisher: The New York Times, Oct 8, 2010, p.C25(L) | Publication type: Newspaper article
- Advertising age : Crain's international newspaper of marketing.**
Author: Advertising Publications Inc; Crain Communications, Inc
Publisher: Chicago, Ill. : Crain Communications. 1991 | Publication type: Journal



What works well? How we measure success.

MixPanel

Tableau / Capture search results

Minimal use of Google Analytics

Notes on Swinburne Primo customizations:

- http://bit.ly/swin_primo_notes_2016
- http://bit.ly/2014_crig
- http://bit.ly/vala_2013_live_stats

Questions, Corrections & Comments