



BIRMINGHAM CITY
University

Bringing our users with us: Keeping UX at the heart of discovery platform development

Birmingham City University
Library and Learning Resources

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Session Overview

1. Integrated Library Systems UX Project
2. Baseline Ex Libris Primo UX Research
3. Future of UX at BCU



2020-2021

Integrated Library Systems Project

Discovery assumptions

- Music scores are difficult to search for using the discovery platform
- Facet terminology is confusing e.g. *Discipline* or *Subject Term*
- Users don't know how to email results to themselves

Why change library systems?

- Used the same LMS for 15+ years

LMS

- Capita Alto / Soprano

- Two separate discovery platforms

Discovery

- Capita Prism (OPAC, library account)
- Ex Libris Summon (Website discovery)

- Move towards an integrated library system (ILS)

ILS

- Ex Libris Alma
- Ex Libris Primo VE

Bringing our users with us

Aims

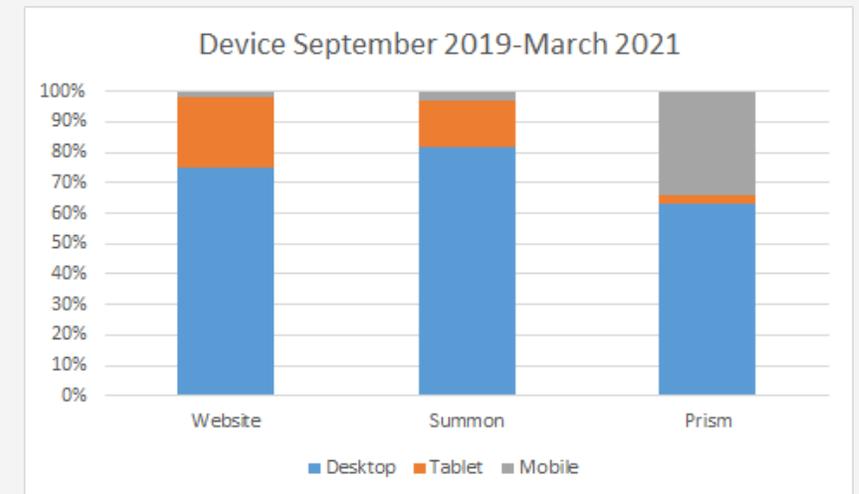
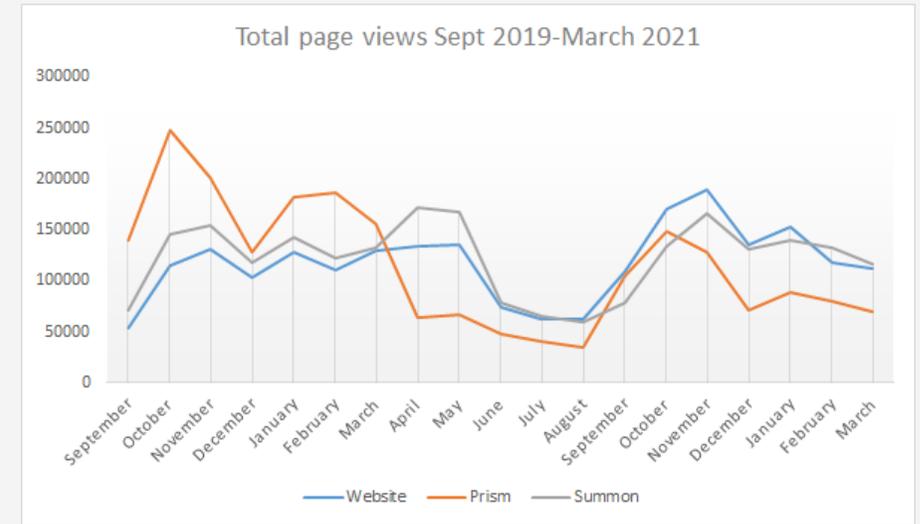
- Get it right first time! (ish)
- Design a system with user's discovery needs at the heart
- Focus our efforts on basic configuration before go-live

Methods

- Literature review – UX methodologies and discovery
- Analytics usage data for current platforms
- Online search preferences survey
- Observational discovery tasks

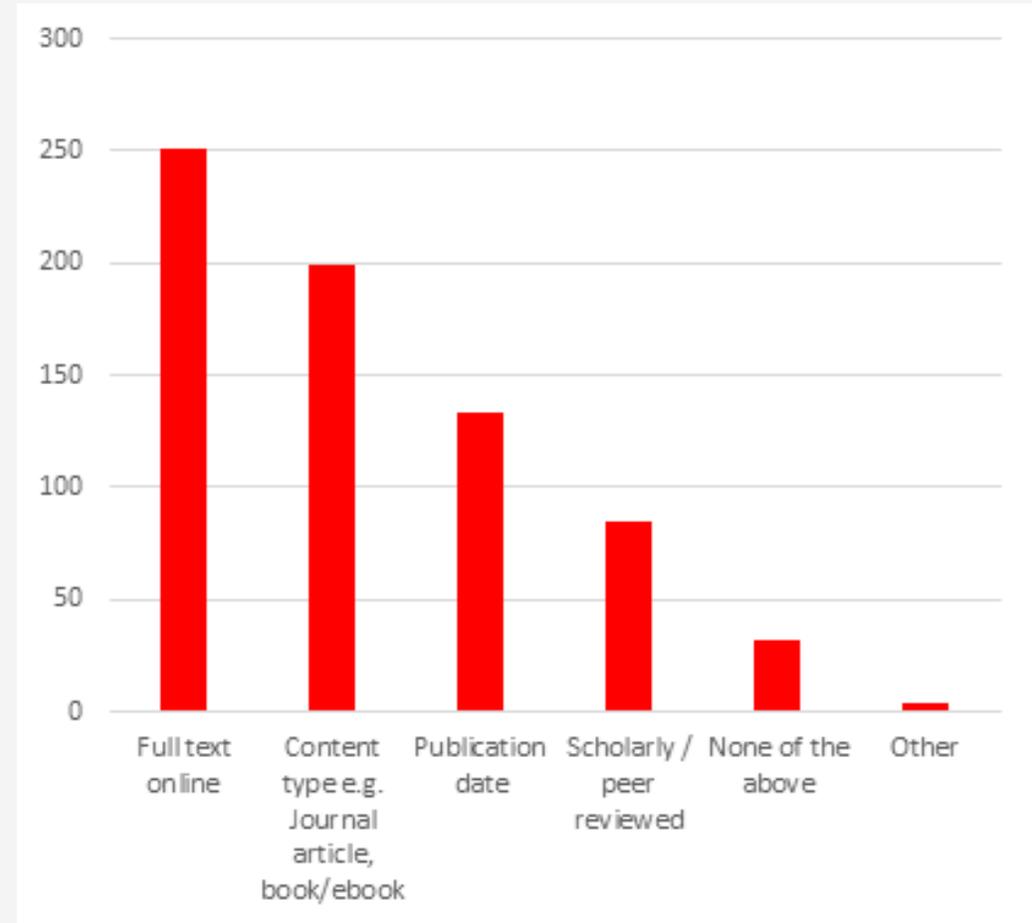
Quantitative data

- Analytics e.g. Google Analytics
- One full year + current year to date (Sept 2019–March 2021)
- Allowed us to create assumptions about discovery behaviour
- More questions than answers



Qualitative data: Online survey

- Search preferences:
 - Starting point for searching
 - Facet usage
 - Resources
 - Preferred features



Qualitative data: Observations

Action	Result (out of 7 participants)	Observer notes	Met assumption?	Implications for Primo
Applied "books" filter on initial search	2		Y	Only a simple search box is required on website, with minimal filters, however the advanced search should be an option.
Found the book without assistance from facilitator	5	The 2 participants who needed help had misunderstood the task.	-	None.
<u>Recognised ebook format</u>	6	1 unknown.	-	None.
Understood how to apply for a reservation when book unavailable	6	This was discovered intuitively.	-	None.
Located less common resource type (DVD, CD and music score)	6	6 participants easily located these resource types using the "content" facet. 1 searched but did not refine.	N	We do not need to have specific resource types within the initial search box.

- All observations on MS Teams
- 1 facilitator, 1 observer
- Set exercise to find resources (when available and unavailable)
- Evaluating search success, discovery journey, and assumptions

Discovery assumptions

- Music scores are difficult to search for using the discovery platform

No

- All our observations were with non-music students
- All but one found scores by the title and knew how to use facets to narrow the results down

Discovery assumptions

- Facet terminology is confusing e.g. *Discipline* or *Subject Term*

No

- Users had no problems with facets
- They understood what they were filtering and why
- Facets were used far more than expected

Discovery assumptions

- Users don't know how to email results to themselves

No

- Users found this option very easily
- It turned out nobody wanted to email results to themselves

UX evaluation

- ✓ Pleased with the survey results
- ✓ Able to establish a baseline to find out more information
- ✓ Did the best Covid allowed
- ✗ Observations were biased because of the facilitated method
- ✗ No EDI data was recorded
- ✗ Quantitative data needed far more context than we could ask for!

inclusive design X / Everything [Microphone] [Search]

ADVANCED SEARCH

Chat To Us

Refine your search

Add items beyond library collections

Sort by Relevance

Availability

Available online

Peer-reviewed Journals

Open Access

Held by library

Resource Type

Articles (14,234)

Newsletter Articles (3,240)

Book Chapters (926)

0 selected PAGE 1 1-10 of 20,741 Results Personalize

1



OTHER

Inclusive design : design for the whole population

Clarkson, John, 1961- editor.

2003

Available Online



2



OTHER

Breaking down barriers : usability, accessibility and inclusive design

Langdon, Pat, editor.

2018

Available Online



3



ARTICLE

Universal design, inclusive design, accessible design, design for all: different concepts—one goal? On the concept of accessibility—historical, methodological



2021-2022

Library Search Review

Baseline ExLibris Primo UX Research

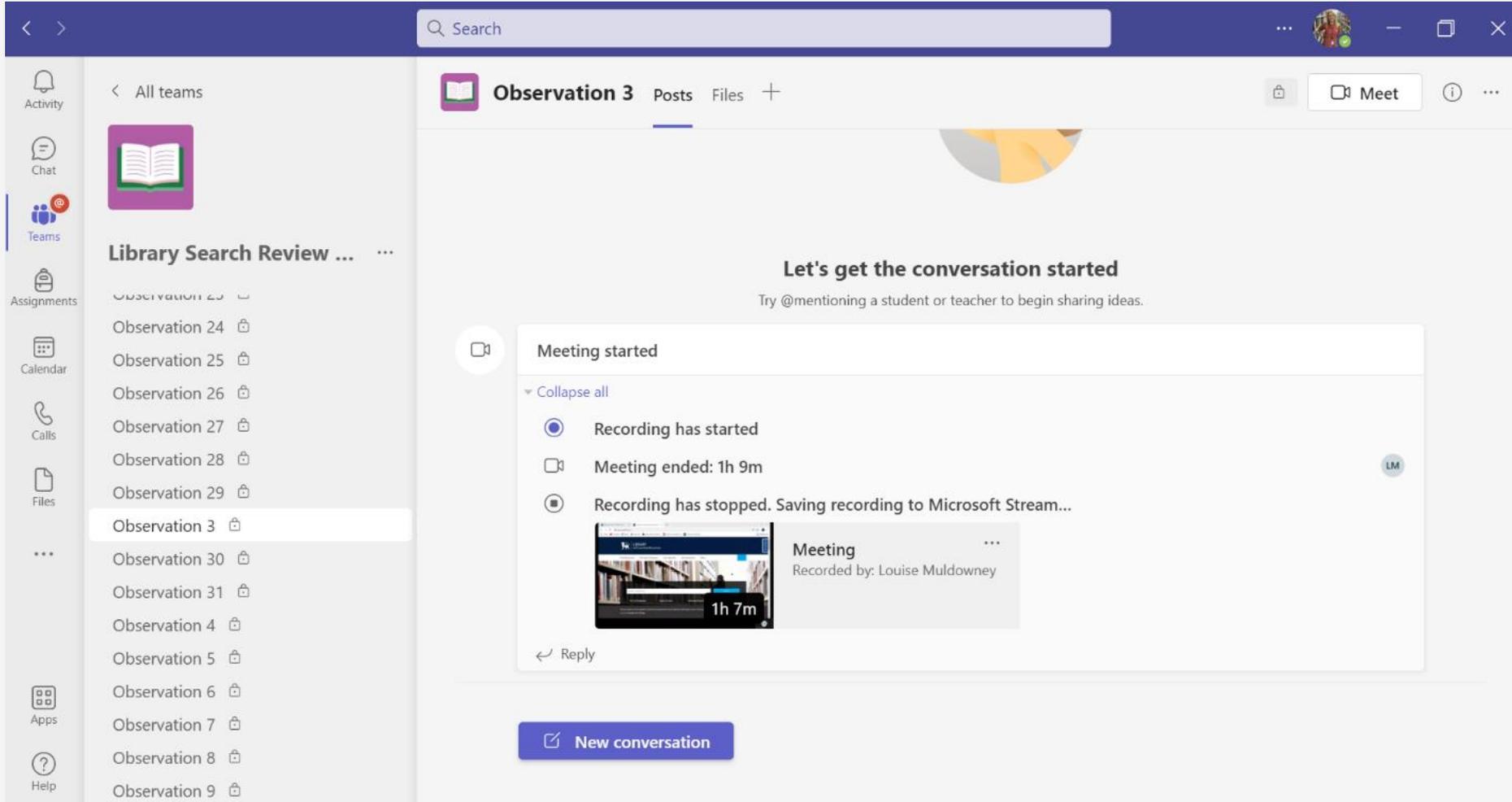
Aims of research

1. Evaluate the baseline usability of new Library Search platform, Primo VE
2. Point of comparison for user testing future improvements to the platform
3. Gather qualitative data directly from students concerning the usability of our new Library Search platform

Research Questions/Tasks

1. Simple Search
2. Advance search
3. Identify relevant items
4. Refine your search results
5. Check a print item's availability
6. Access the full-text of an e-resource
7. Discover related resources
8. Export records and references
9. Save items and search queries
10. Manage your account and Library PIN

Data Collection



The screenshot displays the Microsoft Teams interface. On the left, a navigation pane shows 'All teams' with a list of channels including 'Library Search Review ...' and 'Observation 3'. The 'Observation 3' channel is selected. The main area shows a meeting recording notification with the following details:

- Meeting started**
- Recording has started**
- Meeting ended: 1h 9m**
- Recording has stopped. Saving recording to Microsoft Stream...**

A video thumbnail for the recording is shown with a duration of 1h 7m. The recording is attributed to Louise Muldowney. A 'New conversation' button is visible at the bottom of the channel view.

Screen-recording using Teams

Reflections in MS Forms

Task 1: Search for a specific item.

To start with, please go the Library Search webpages and search for a specific item (e.g. a book, article, journal or database). It does not matter what you search for, so feel free to search for something from your subject area as long as it is an item you have previously heard of.

3. Task 1: Do you feel you were able to complete the task successfully? *

- Yes
 No

4. Task 1: On a scale of 1-10, please rate how easy you found this task to complete. *

0	1	2	3	4	5	6	7	8	9	10
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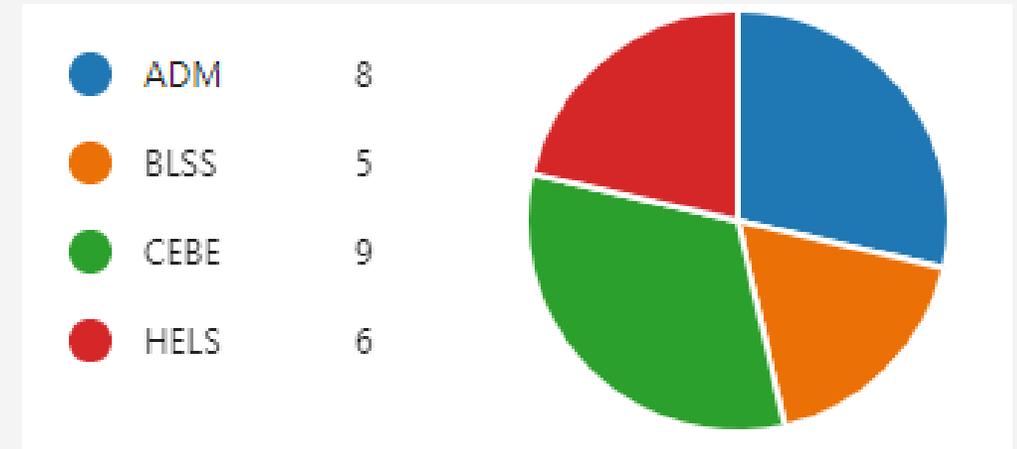
Easy Difficult

5. Task 1: Please describe your experience of task 1 in as much detail as you can. *

Enter your answer

Recruitment

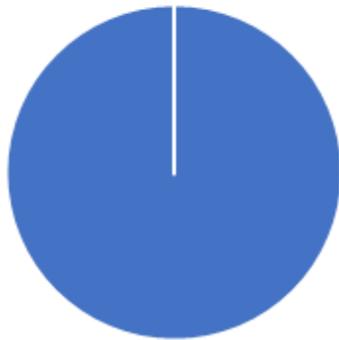
1. 301 students signed Up
2. Target to recruit 40
3. 35 Recruited and set up on Teams
4. 28 Submitted MS Forms and Screen Recordings



Findings and Themes

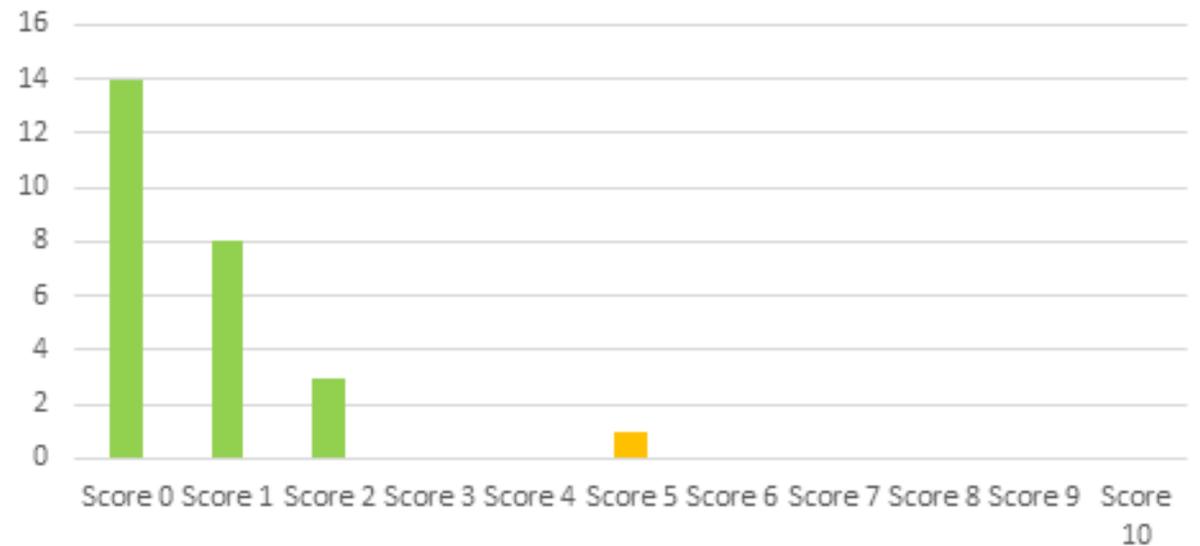
Using Simple Search

Do you feel you were able to complete the task successfully?



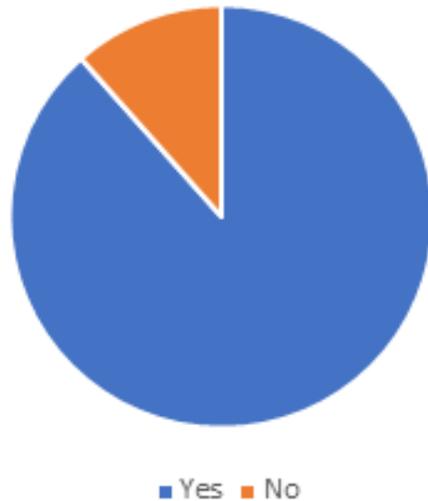
■ Yes ■ No

On a scale of 1-10, please rate how easy you found this task to complete.

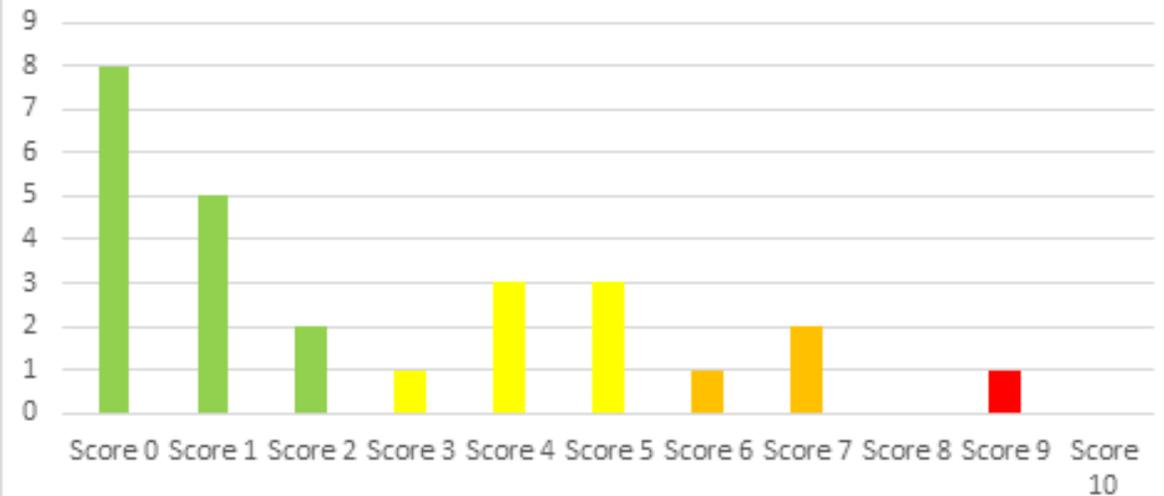


Advanced Search

Do you feel you were able to complete the task successfully?

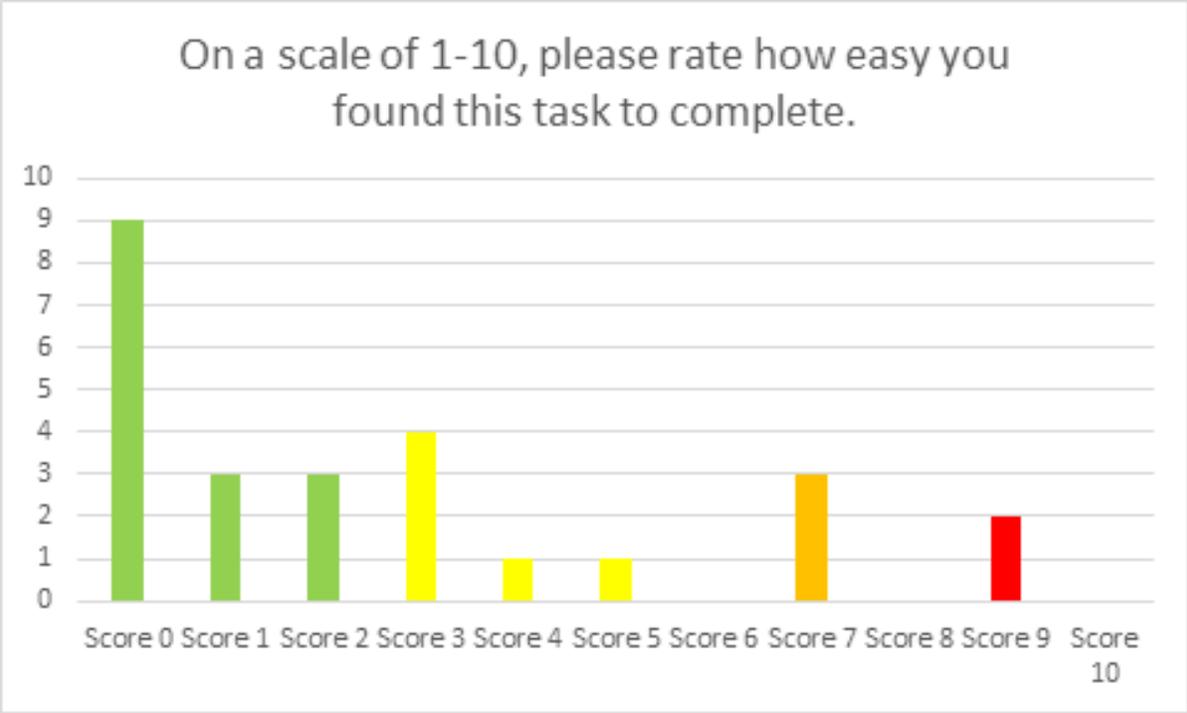
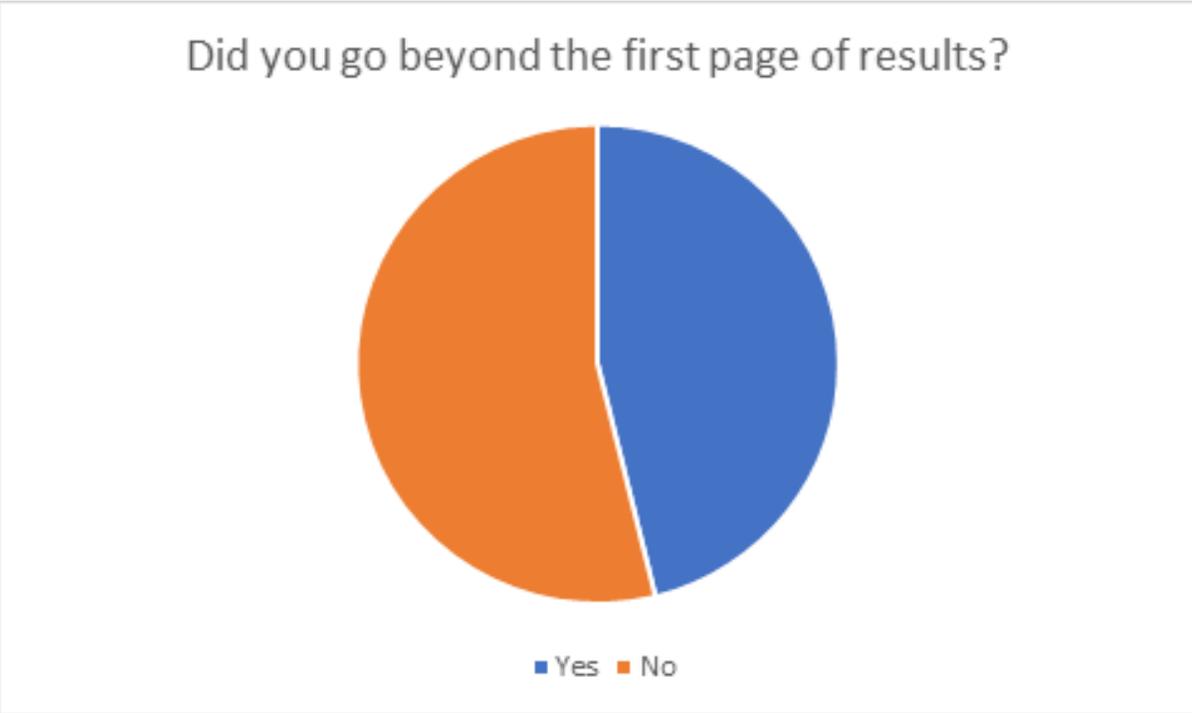


On a scale of 1-10, please rate how easy you found this task to complete.

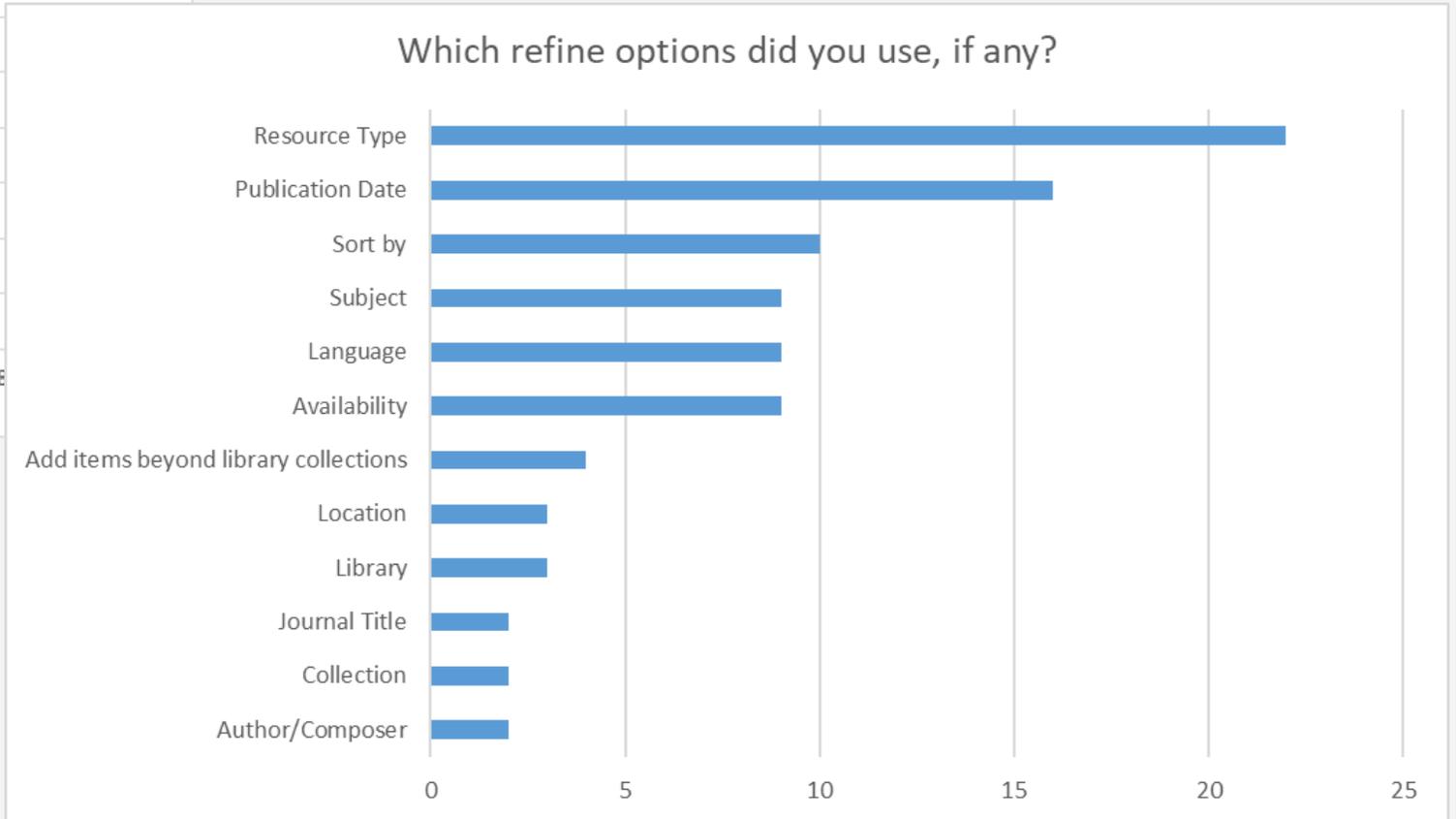
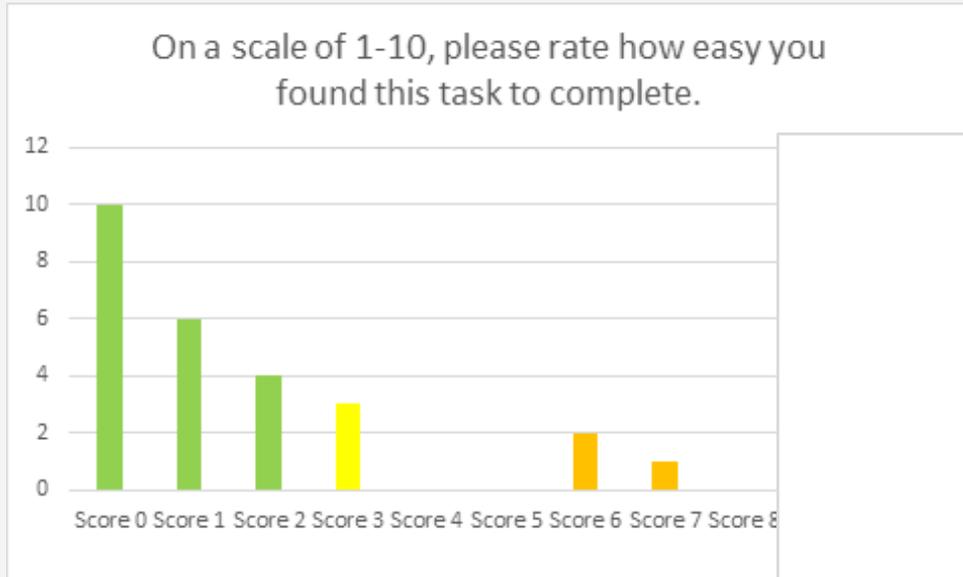


Faculty	ADM	BLSS	CEBE	HELS
Average Score	3.2	3.4	1.9	2.5

Identifying Relevant Items



Refining Results



Checking Availability

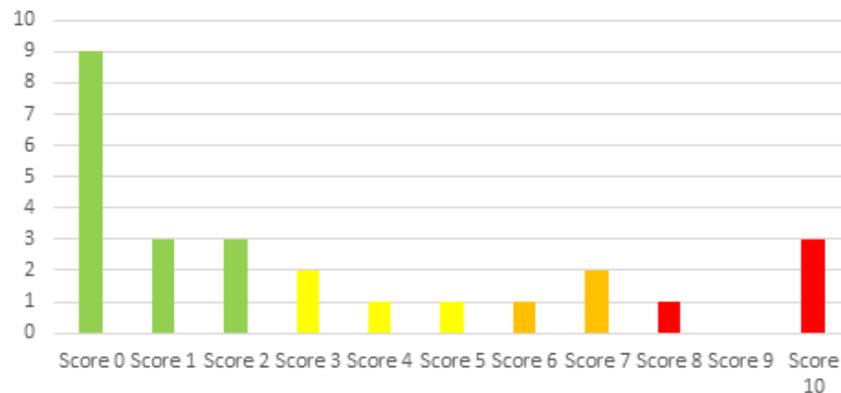
Print Item

Do you feel you were able to complete the task successfully?



■ Yes ■ No

On a scale of 1-10, please rate how easy you found this task to complete.



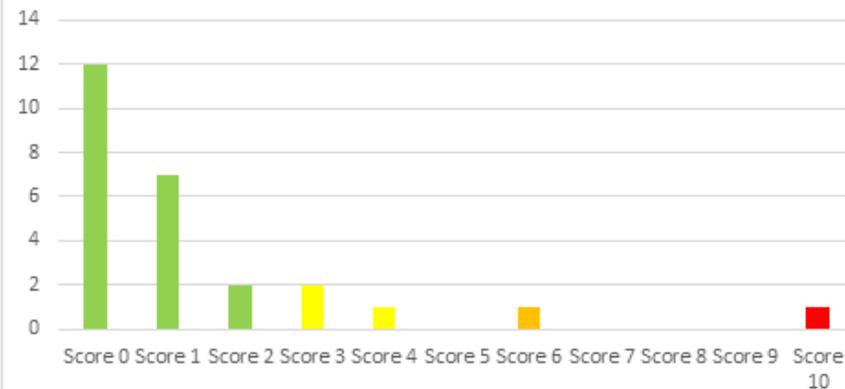
Online Item

Do you feel you were able to complete the task successfully?



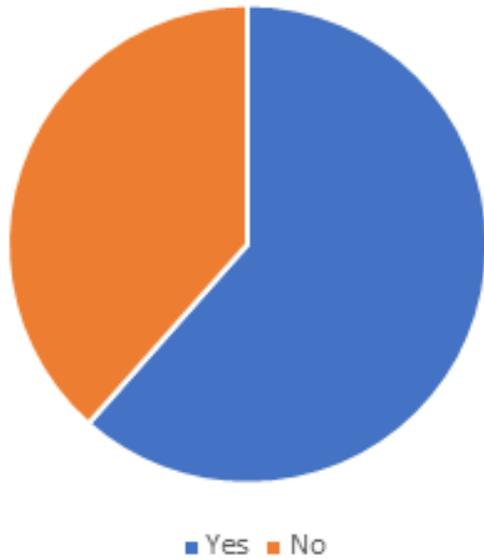
■ Yes ■ No

On a scale of 1-10, please rate how easy you found this task to complete.

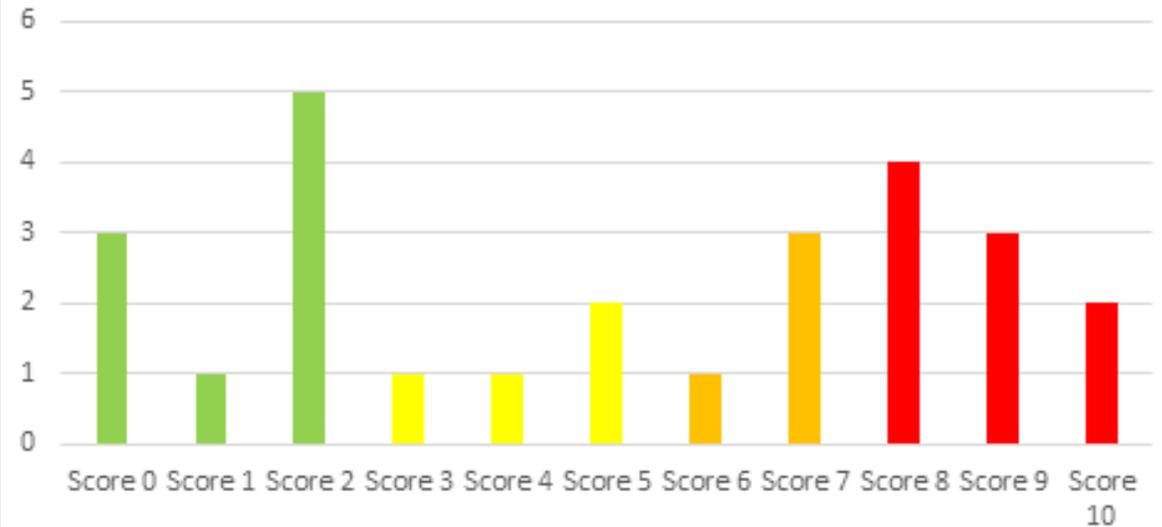


Discovering Related Resources

Were you able to find any related items?



On a scale of 1-10, please rate how easy you found this task to complete.



Faculty	ADM	BLSS	CEBE	HELS
Average Score	6.5	5	5.8	3

Discovering Related Resources

ARTICLE

Gilles Deleuze and early cinema: The modernity of the emancipated time

Viegas, Susana

Early popular visual culture, 2016, Vol.14 (3), p.234-250

“ Although the transition from the movement-image to the time-image is among the most commented-upon Deleuzian problems, Gilles Deleuze neglected the previous transition from 'images in movement...”

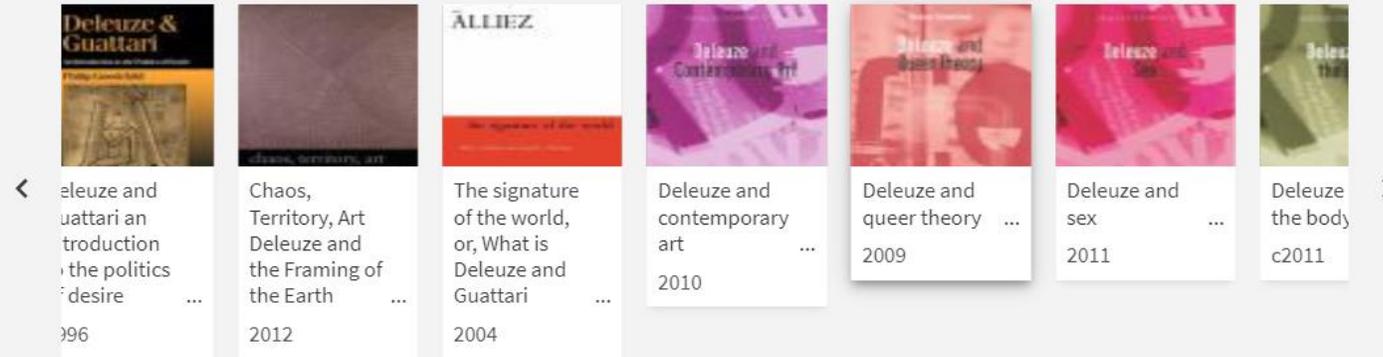
 PEER REVIEWED  OPEN ACCESS



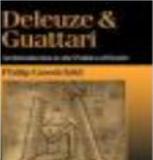
Subject

- [André Bazin >](#)
- [Baruch Spinoza >](#)
- [Cinéma 1 >](#)
- [Cinéma 2 >](#)
- [Criticism and interpretation >](#)
- [Cultural Studies >](#)
- [De Sica, Vittorio >](#)
- [De Sica, Vittorio \(1901-1974\) >](#)
- [Deleuze, Gilles >](#)
- [Domestic labor >](#)
- [Domestic labour >](#)
- [domesticity >](#)
- [dramatic arts >](#)
- [Feminist Theory >](#)

Virtual Browse

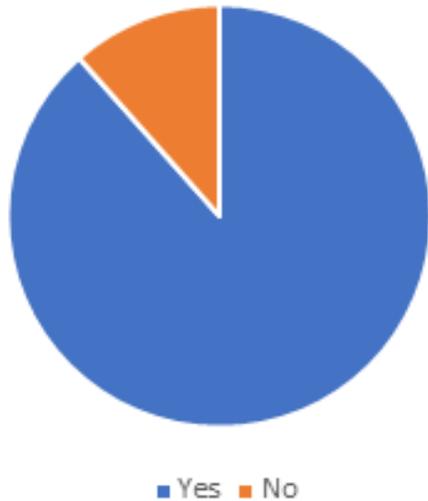


Virtual Browse carousel showing book covers and titles related to Deleuze and Guattari:

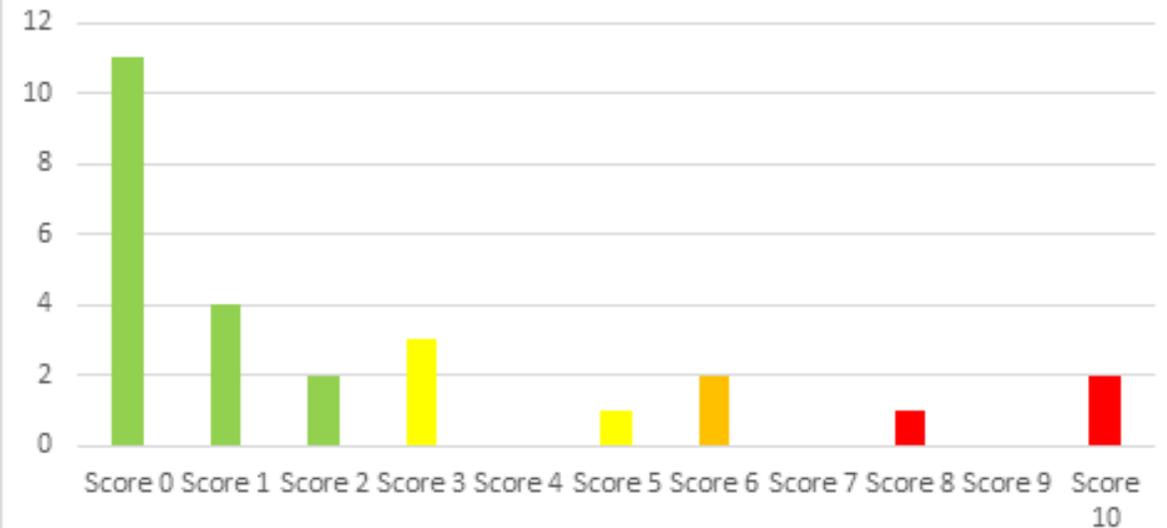
-  Deleuze and Guattari an...
roduction and the politics of desire ...
1996
-  Chaos, Territory, Art
Deleuze and the Framing of the Earth ...
2012
-  ALLIEZ
The signature of the world, or, What is Deleuze and Guattari ...
2004
-  Deleuze and contemporary art ...
2010
-  Deleuze and queer theory ...
2009
-  Deleuze and sex ...
2011
-  Deleuze the body ...
c2011

Exporting References

Were you able to find the reference for your selected item?



On a scale of 1-10, please rate how easy you found this task to complete.



Saving Items to Favorites

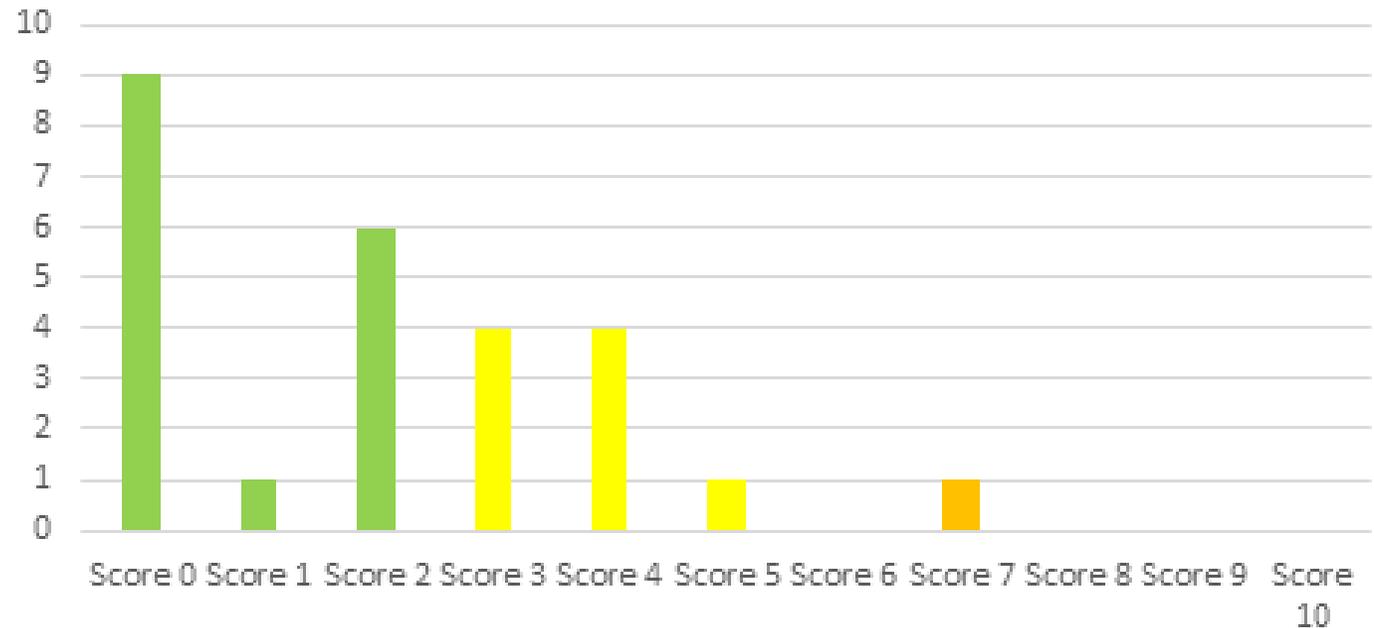
Were you logged in to your library account prior to adding the item your favourites list?



Do you feel you were able to complete the task successfully?



On a scale of 1-10, please rate how easy you found this task to complete.



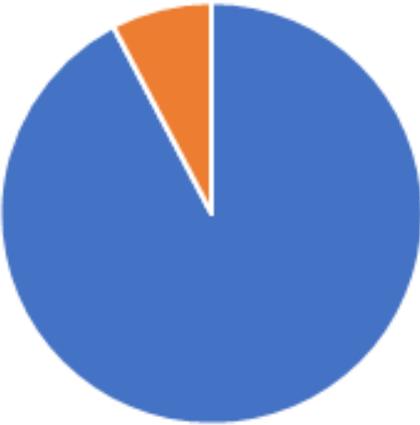
Saving Items to Favorites

0 selected PAGE 1 1-50 of 15,755 Results  Save search Personalize  ...

1  BOOK
Deleuze and the body
Guillaume, Laura, author.; Guillaume, Laura, editor.; Hughes, Joe, editor.
2011
[Available Online >](#)    ...

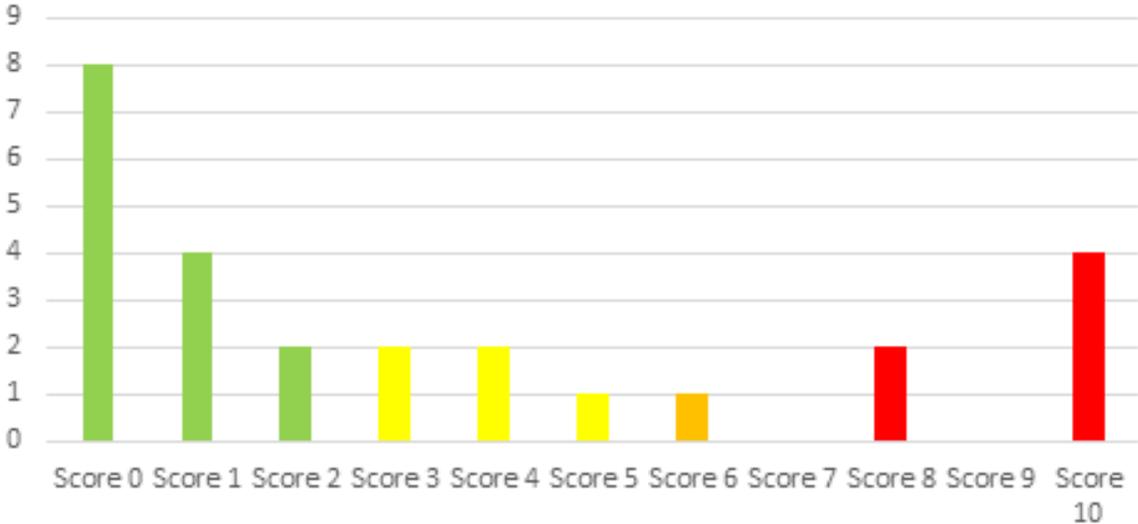
Changing Library PIN

Do you feel you were able to complete the task successfully?



■ Yes ■ No

On a scale of 1-10, please rate how easy you found this task to complete.



Outcomes/Recommendations

UX/ Intuitiveness Issue	Learning/Teaching Opportunities
Save Items/ Searches	Advanced Search
Discover Related Resources	Finding Print Items
Finding Citations	Finding Citations

UX evaluation

Positives	Negatives
Freedom/flexibility for participants	Lack of control over task completion
More authentic experience for participants	Resulted in varying approaches to task completion and responses
Less staff time for recording observations	Unable to ask follow-up questions
Enables larger capacity for responses	More staff time to set up



Future

The next phase of UX

Bringing our users with us

- Digital Services Development Officer
- UX is embedded in our library development projects
- Increasing user engagement
- Developing a UX toolkit



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Thank you for listening...
Any Questions?