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Own the User Experience: Provide Discovery for Your Users

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Own the User Experience:
Provide Discovery for Your Users

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LITA Forum - November 10, 2017
Overview

● Where we were (and are)
● Where we’re going
● Why
● How
● What’s next
● Questions to think about in your environment
What We Mean by “Discovery System”

- Index
- Interface
- Analytics
- API
What We Gave Ourselves

An organic set of discovery tools...
...with poor consistency...
...with different user experiences...
...that we now know has to go.
Current Discovery Interfaces: Mirlyn
Current Discovery Interfaces: MLibrary Search

Try our new beta search
See your results for **history** in our new beta search. Stay awhile and try out some other searches while you’re there!

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**Catalog (Mirlyn)**

**History**
- **Author**: Historical Association (Great Britain)
- **Published**: 1912
- **Format**: Journal

**History**
- **Author**: Bower, Helen C.
- **Published**: 1929
- **Format**: Book

**History**
- **Author**: Michigan Federation of Business and Professional Women’s Clubs.
- **Published**: 1940
- **Format**: Book

**Databases**

**Primary Sources in U.S. History: Guides to Microforms**
An index to numerous microfilm collections of primary documents on U.S. history.

**History of Art Department, Visual Resources Collections**
Includes over 70,000 digitized images selected from the UM History of Art’s collection of over 750,000 slides & photographs.

**Shoah Foundation’s Visual History Archive (full access)**
The Visual History Archive contains 52,000 digitized video interviews with holocaust survivors. Interviewees are

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**Research Help**

**Ask a Librarian**

Talk to a Specialist about History

- **Loyd Gitari Mbabu**
  Librarian for African Studies and History
  (734) 764-7289
  mbabu@umich.edu

**Research Guides**

- **History 202: Doing History**
- **PUBPOL495 : Policy History for...**
Current Discovery Interfaces: ArticlesPlus

Try our new beta search
See your results for history in our new beta search. Stay awhile and try out some other searches while you're there!

Recommendation: We found some specialized collections that might help you …

- 17th-18th century Burney Collection newspapers
- Expanded academic ASAP

Your ArticlesPlus Search for 'history' found 66271465 results. Showing 1 - 20.
Current Discovery Interfaces: Search Tools

Search Tools

Try our new beta search
See your results for history in our new beta search. Stay awhile and try out some other searches while you’re there!

Search Databases

Search for databases matching
history

- ▸ More search options

Problem accessing a database? See if it’s a known problem at Library Outages or contact Ask a Librarian for assistance.

Showing database records 1 to 50 of 93.

« first • prev 12 next » last »

Primary Sources in U.S. History: Guides to Microforms
An index to numerous microfilm collections of primary documents on U.S. history.
Database type: Catalog
Stable URI: http://www.lib.umich.edu/database/link/RR21
And now for something completely different.
A Demo is Worth 1000 Words
(or 150 well-chosen curses)

https://search.lib.umich.edu/
Timeline

2014

- **Fall:** Conduct basic research
- **Winter:** Shared proof of concept with library

2015

2016

- **Fall:** Development work starts

2017

- **Winter:** Staff beta launches
- **Fall:** Public beta launches

2018

- **Summer:** New search goes into production
Project Team

Ken Varnum  
Project Management

Heidi Burkhardt  
UX and Content Strategy

Ben Howell  
UX and Accessibility

Rachel Vacek  
Advocate, Cheerleader, Remover of Barriers, Mother of Dragons

Albert Bertram  
Back-End Development

Jon Earley  
Front-End Development and Accessibility

Bridget Burke  
Front-End Development and Accessibility

Trevor Dobias  
User Interface Design

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New Discovery Environment

Highlights

- Enables detailed usage information to contribute to library and learning analytics
- Better understanding of how our resources are used
- Improved ability to expose our resources and expertise with the campus
- Frees up instructional librarians to spend more time on information literacy and less on how to use the tool
- Accessibility and responsive design improve experience for all users
Roadmap -- Now to Launch (May 2018)

Features
- Work with search results
- Guide the user
- Alternate displays
- Favorites

UX Research
- Interfaces & interactions
- Mobile interface
- Accessibility
- Analytics
Roadmap -- Post-Launch

Features

● New books tool
● Additional sources
● Personalized bento box results
● Discovery of additional resources as well as relevant locations, services, and events tied to search results
● Allow for build-your-own bento box from anything we offer

...and ongoing UX research
Technical Specs

Tools

- Ruby
  - Rails
  - Blacklight *
- Front-end JavaScript
  - React
  - Pride **

APIs

- Summon
- Solr
- Custom APIs for Aleph holdings

Search application: [https://github.com/mlibrary/search](https://github.com/mlibrary/search)

* [https://github.com/cul/clio-spectrum](https://github.com/cul/clio-spectrum)
** [https://github.com/mlibrary/pride](https://github.com/mlibrary/pride)
How did we get here?
UX Research -- How we got started

● “Old” and new research
  ○ Reviewed user research from previous 4 years
  ○ Partnership with Deirdre Costello and EBSCO UX Team to conduct contextual inquiries
  ○ Conducted additional user testing on existing search interface
  ○ Analytics data and search logs

● Created tons of wireframes

● Conducted usability testing on new wireframes
Usability Testing

- Utilized task-based, guerilla, and contextual methods
  - Initially with paper and clickable prototypes, then on developed interfaces
  - Focused on specific feature sets and data stores
- Recruited from different user groups
  - Advanced, beginner
  - Students, faculty, staff
  - Student organizations
  - Allies across campus
- Subject experts helped identify participants
- Used candy, gift cards, and swag as incentives
- Student interns helped run tests and analyze results
UX Successes

● Iterative process
  ○ Put prototypes in front of stakeholders and users more quickly to inform design changes
  ○ Set up feedback mechanisms for library staff to provide feedback

● Relationships
  ○ Improved credibility with other library staff by including them in usability tests and sharing results frequently
  ○ Shared understanding on project team
  ○ Recruited repeat participants for different studies - they ❤️ libraries
Questions to Think About
In YOUR environment

What... is the air-speed velocity of an unladen swallow?
Politics & Governance

● Spoiler alert: Everyone has an interest in discovery

● Library created a project “steering team” with about a dozen members from across the library

● The active “project team” is part of the steering team, but is the group of us that is doing the research & development
Communication

- Alpha “road show” -- met with roughly 50% of library staff to explain approach & build support
- Regular all-staff emails about progress
- Frequent solicitations for feedback
- Campus communication
  - Links on current search tools
  - Campus daily news (week of 11/6)
Resources (people)

It has taken us a lot of FTE over the past 9 months!

- 2 front-end developers
- 1 back-end developer
- 1 designer
- 1 user experience researcher
- 1 content expert
- 1 project manager

These people weren’t as free to take on many other projects.
Resources (tools, etc.)

- Confluence
- JIRA Service Desk
- JIRA Software
- GitHub
- InVision
- Slack
“You can use an eraser on the drafting table or a sledgehammer on the construction site.”

- Frank Lloyd Wright
Questions?

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University of Michigan Library GitHub site  
https://github.com/mlibrary