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

### Catalog (Mirlyn)

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<td>1912</td>
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<td>Michigan Federation of Business and Professional Women's Clubs.</td>
<td>1940</td>
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### 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

### Research Help

- **Ask a Librarian**
  - [Ask a Librarian](#)

- **Talk to a Specialist about History**
  - **Loyd Gitari Mbabu**
    - Librarian for African Studies and History
    - (734) 764-7289
    - lmbabu@umich.edu

### Research Guides

- **History 202: Doing History**
- **PUBPOL495: Policy History**
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.

化学史研究 : The Journal of the Japanese Society for the History of Chemistry
by 化学史学会, 化学史研究会, 化学史学会 编
Date: 1974
Format: Journal
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
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/cul/clio-spectrum
** 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