Own the User Experience: Provide Discovery for Your Users

Varnum, Kenneth J.; Vacek, Rachel

http://hdl.handle.net/2027.42/139049
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!

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

Research Help
- **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 for...**
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 由化学史学会, 化学史研究会, 化学史学会 編
Date: 1974
Format: Journal

Full text link not working?
Current Discovery Interfaces: 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

In Title

Sort by relevance

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 1 2 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

@varnum  @vacekrae  @UMichLibrary
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?

Ken Varnum  
Senior Program Manager  
varnum@umich.edu

Rachel Vacek  
Head of Design & Discovery  
rvacek@umich.edu

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