Customizing Discovery Interfaces: Understanding Users’ Behaviors and Providing Better Service

Varnum, Kenneth J.; Vacek, Rachel

http://hdl.handle.net/2027.42/142719
Customizing Discovery Interfaces: Understanding Users’ Behaviors and Providing Better Service

Rachel Vacek, Head of Design & Discovery
Ken Varnum, Senior Program Manager
University of Michigan Library

ER&L - March 5, 2018
Overview

1. Background
   a. Our landscape (where we started)
      i. Apps/systems
      ii. Wireframes and UX research
   b. What we set out to do
      i. Goals for the project
      ii. Communication plan
      iii. Resources (people, groups, tools)

2. Project
   a. How we made progress
      i. Prototype for acceptance
      ii. Library-wide project team (oversight/direction)
      iii. Development team / UX, design, front-end, back-end
      iv. Iterative development (agile methods)
   b. Where we are & what’s still undone
   c. DEMO if time

Rachel was to have talked about the 'background' section; I'll be filling in, and hope to do cover the points with the detail she would have brought.
Where We Started

An organic set of discovery tools...
...with poor consistency...
...with different user experiences...
...that we realized had to go.

RACHEL

Organic growth (where we’ve been) compared to planned growth (where we want to be)
- Each tool served a need
- It’s now time — well, past time, really — to fix this UX mess
We’ve all been there.
Current starting points

They are many.

- Mirlyn: catalog
- ArticlesPlus: licensed content
- Search Tools: database finder and journal finder
- MLibrary: catalog, licensed content, database and journal finders, subject experts, website content, research guides

RACHEL

On our current library website, we have many different starting points:

One discovery interface is the catalog (Mirlyn)
- VUIFind Version 6, though we built on it heavily
- The catalog metadata is abstracted from Aleph and indexed in Solr.

A second discovery interface is the ArticlesPlus layer
- It uses the Summon API and a custom Drupal module.
  - Our traditional catalog content is not combined with our licensed content (a decision from 2009) and there is WAY too much content in each area. Adjusting the relevancy ranking with that much data would have been a nightmare.
  - Deep Blue Docs (DSpace) = Institutional Repository --- is available as a "database" in Search Tools. Individual records are harvested in Summon and available through ArticlesPlus.

A third discovery interface is MLibrary
- This provides a quick overview of everything.
  - This is the default tab that presents a bento box interface
  - Results are from: ArticlesPlus, Mirlyn, Database Finder + Journal Finder (custom Drupal module manages them together), Subject Experts, Website content (managed in Drupal, thrown into Solr), and LibGuides.
  - Search Tools = DB Finder + Journal Finder
  - Digital library materials are currently included at the collection level and listed as "databases" within Search Tools.

Clicking on anything in the search results takes the user out of our website and into another system (catalog, database, online journal, etc.)

Not currently included in any of our discovery interfaces:
- DLXS (custom software written in 90s) = Digital Library = digitized images, text
- Deep Blue Data (Hydra) = Data Repository
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

RACHEL

User research from previous years:
  ● User journeys, user personas,
  ● Lots of UX research prior to half the team even being hired

Partnership with EBSCO
  ● Collaboration on contextual inquiry. We observed the habits and patterns of current users.
  ● Provided a baseline around their designs for their new interface, and could better understand effectiveness of them

One thing we learned after all that research: We needed to design a uniformed search across multiple systems so it’s less fractured across the systems.
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
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 UX researcher
- 2 UX interns
- 1 content expert
- 1 project manager

These people weren’t as free to take on many other projects.

RACHEL

This has been a big project. Yes, our library has an exceptional design and development team — but like any project, we have worked just a bit beyond the edge of where rationality would have indicated. We've moved other projects forward — collaborating with others in the division on a data repository, online exhibits (Omeka) tool, other Samvera (formerly Hydra) work, and more.
<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ken Varnum</td>
<td>Project Management</td>
</tr>
<tr>
<td>Heidi Burkhardt</td>
<td>UX and Content Strategy</td>
</tr>
<tr>
<td>Ben Howell</td>
<td>UX and Accessibility</td>
</tr>
<tr>
<td>Rachel Vacek</td>
<td>Advocate, Cheerleader, Remover of Barriers</td>
</tr>
<tr>
<td>Albert Bertram</td>
<td>Back-End Development</td>
</tr>
<tr>
<td>Jon Earley</td>
<td>Front-End Development and Accessibility</td>
</tr>
<tr>
<td>Bridget Burke</td>
<td>Front-End Development and Accessibility</td>
</tr>
<tr>
<td>Trevor Dobias</td>
<td>User Interface Design</td>
</tr>
</tbody>
</table>

@varnum  @vacekrae  @UMichLibrary
## Library Participants

<table>
<thead>
<tr>
<th>Kristen Castellana</th>
<th>Martin Knott</th>
</tr>
</thead>
<tbody>
<tr>
<td>Martha Conway</td>
<td>Shannon Moreno</td>
</tr>
<tr>
<td>Scott Dennis</td>
<td>Catherine Morse</td>
</tr>
<tr>
<td>Gabriel Duque</td>
<td>Jon Rothman</td>
</tr>
<tr>
<td>Kat Hagedorn</td>
<td>Whitney Townsend</td>
</tr>
</tbody>
</table>

Plus….

Colleagues in LIT, Document Delivery, & Library Operations

And many others in the library
Resources (tools, etc.)

- Confluence
- JIRA Service Desk
- JIRA Software
- GitHub
- InVision
- Slack

RACHEL
If you were to do this yourself, using our software, it would take you less -- we spent a lot of effort on infrastructure.

Jira Service Desk - ticketing system
Jira Software - project management tool
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

And not just an interest in the service -- strong opinions firmly based in personal history.
Communication

- Alpha “roadshow” -- 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)
Goals of New Discovery Environment

● Enable detailed usage information to contribute to library and learning analytics
● Establish a better understanding of how our resources are used
● Improve our ability to expose resources and expertise with the campus
● Free up instructional librarians to spend more time on information literacy and less on how to use the tool
Goals of New Discovery Environment (cont.)

- Improve accessibility and responsive design for all users
- Allow for personalized search pages -- build your own bento box from anything we offer
- Allow us to more easily pull stats from each datastore for library and learning analytics
- Enable us to better understand usage patterns of our resources

And now I’m going to switch gears a bit, to talk in more detail about the software development project itself, rather than the environment and background. This is where I would have taken over from Rachel.
Timeline

Conducted basic research

Fall 2014

Shared proof of concept

Winter 2015

Development starts

Fall 2016

Staff Beta launches

Winter 2017

Public Beta launches

Fall 2017

Search goes into production

Spring 2018

KEN

Did basic research in 2014
Proof of concept shared with library winter 2015
Development work started fall 2016
Staff beta April 2017
Public beta November 2017
Launch May 2018
From Vision to Prototype

We started with a working prototype
Grayscale functioning tool that demonstrated the core functionality
Took it on a road show -- about 20 meetings with 175 of 450 library staff
Validation of direction
So then we scrapped it and remade it
Search Project Team

Established a team to guide the tool’s development

Drawn from across the library

Roles

- Set functional specifications
- Provided feedback on designs & early developments
- Brought library voice to our user-driven research
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
  ○ Created a shared understanding on project team
  ○ Recruited repeat participants for different studies - they 💖 libraries

KEN

● 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
  ○ Created a shared understanding on project team
  ○ Recruited repeat participants for different studies - they 💖 libraries

Students and staff saying that they'll actually use search now
Agile Development Process

Two-week long sprints
- Start with a planning meeting
- End with a retrospective
- Merged into one meeting

Regular “grooming” sessions
- 60-90 minute meeting a week
- Do we have right work described to get the next goal done?
- Regular reprioritization

Daily Slack stand-ups

It’s a learning process (at least for me)
Design, Build, Design, Build, Repeat

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

**UX Research**
- Interfaces & interactions
- Mobile interface
- Accessibility
- Analytics
## What We Aim For

<table>
<thead>
<tr>
<th>Sprint 1</th>
<th>Sprint 2</th>
<th>Sprint 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Test Feature A</td>
<td>Test Feature C</td>
<td>Test Feature B</td>
</tr>
<tr>
<td>Design Feature B</td>
<td>Design Feature D</td>
<td>Design Feature E</td>
</tr>
<tr>
<td>Develop Feature C</td>
<td>Develop Feature B</td>
<td>Develop Feature D</td>
</tr>
</tbody>
</table>
## 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)

### KEN

Main framework candidates were: React (is not a framework, only a library for creating UIs), Mithril (micro-framework, very light weight), Ember, and Angular. And if you have specific questions about these, you probably know more detail than I do— but I’d be happy to connect you with my colleagues who know more.

React and Angular seem to have some of the strongest communities behind them. Partially because their respective developers Facebook and Google have deep pockets.

- React was attractive because it only handles rendering, while in contrast Angular is a full MVC framework that made assumptions about the models that were untrue of our environment.
- We went with React because it has momentum, and it didn’t bring along extra baggage.
- React makes it very easy to manage the UI application state, something that was traditionally difficult and can cause issues.
- We prefer to use smaller libraries (like React) over monolithic frameworks (Angular, Ember). It allows us to be flexible, write less code, and make unique applications for our own specific needs.
- React has a thin, but powerful and easy to remember API. Developers end up writing more application specific code (good), rather than framework boilerplate (not so good).

Pride is a small library we developed in-house (available on our U-M Library GitHub) that communicates with our Ruby back-end.

- Pride makes smart decisions about what resources to request or cache and make available to the UI. This improves the speed and performance when interacting with the interface.
- For example: navigation between datasets with the same search term is instant.
- And as a bonus we now have a decoupled reusable library for easily accessing our resources.

We also use Blacklight inside of the Ruby part.

- We based that code off of Columbia University’s Clio-Spectrum project. (Their Unified Search & Discovery tool available on GitHub).
- We do not, however, use Blacklight for rendering html. That’s where React comes in.
A Demo is Worth 1000 Words
(or 100 well-chosen curses)

https://search.lib.umich.edu/
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
Potential personalization features

If logged in locally:

- Customizable search panel
- View Favorites
- View additional datastores that display relevant materials based on course registrations
- Receive relevant current awareness services

If logged in elsewhere:

- Access widgets in Canvas that displays relevant library resources for each course
Investing Time Now to Save Time Later

Designing up front slows incremental development…
But saves long-term maintenance and re-designs
My team keeps me honest

It has been well documented in many disciplines that fixing errors in later phases of design can be expensive. Best to take the time to plan ahead of time. Want to do it right, not at the speed of light.

Yes, we developed this tool iteratively, but we spent lots of time doing the initial planning, research, and making sure what we were planning really was what users were wanting and needing.
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