The Discovery Zone

Developing an innovative UX-driven library discovery service

Brian Flaherty and Sheryl Baster, Libraries and Learning Services, The University of Auckland
It was 20 years ago today…
<table>
<thead>
<tr>
<th>Date</th>
<th>News</th>
</tr>
</thead>
<tbody>
<tr>
<td>01</td>
<td>The Western Pacific Archive has arrived in Special Collections, after more than 20 years in the UK. An exhibition highlighting this outstanding acquisition will run outside Special Collections in the General Library until the end of the year.</td>
</tr>
</tbody>
</table>

**Contact:**
- Library Staff Intranet
- NetAccount Information
- The University of Auckland Vacancies

**Library Services:**
- Library Course Bookings
- Library Tours

**Suggestion Box:**
From the Collections

Anthropology Photographic Archive

News

New to The University of Auckland?
28 February 2011
Come to our Library workshos... 3

New Library Home Page Live
18 February 2011
This new design reflects feedback about the services we understand to be most important to our users... 2

Search The Catalogue for local content
9 February 2011
As a result of user feedback Library Search now includes an option for limiting your search to find local resources in the Library only.

From the Blogs

- Japan Earthquake Resources
  Monday, March 14, 2011 | Science Information Services
- Inventing New Technologies and Markets
  Monday, March 14, 2011 | Engineering Library
91

links / choices
I feel a bit defeated that the information splits, would rather have one funnel to access everything from.
fragmented services

https://www.flickr.com/photos/88324028@N07/8100825933
PLEASE
RELAX STEAL DANCE TOUCH
LIRT SMOKE WONDER FEEL
USE EAT SING LISTEN TALK
TOUGH NEON LOOK COMMUNICA
IN EACH OTHER CAMERA ELA

https://static.pexels.com/photos/24897/pexels-photo-24897.jpg
vision
“a revised homepage delivers the best mix and design of resources, services and promotional content to assist users meet their search and browse tasks.”
serendipity
server configuration
design

https://static.pexels.com/photos/70183/pexels-photo-70183.jpeg
Our project journey so far ...
User expectations

Easy task completion

Time pressure is a real pain point

Our site is often not the starting point
Tasks range from simple to complex

Our personas
Search principles  Key behaviour change

80%

20%
Online feedback

Our first feedback ...

“I can’t find the e-journals/database list!” Doctoral student

“Make this navigable instead of searchable” External user

“Dear Librarians, Can I ask why do you keep changing your website? I can no longer easily find access to databases and will probably need to physically go to the library to be shown how”. Academic staff member
User research – our Customer obsession*

Theory – Rohrer’s quadrant


*Gerry McGovern
Pop up usability testing

Reaches across audiences

Playful

Low commitment threshold

Same day findings to designer

What users do
Behavioural Scripted
Early findings

- **Promotions** gaining greater engagement.

- **Specific items, exams, service content** easily found.

- New pathways to access **databases**.

- Unclear **scopes** – Search Everything and Study/Research.

- **Design elements** may not be seen – drop down menus, More product directory, boosted searches.

- Closer **scrutiny** of activity and behaviours on the site ... and **metadata** clean up.

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<table>
<thead>
<tr>
<th>Old design</th>
<th>New design</th>
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<tbody>
<tr>
<td>Article 66%</td>
<td>Article 100%</td>
</tr>
<tr>
<td>Previous exams 38%</td>
<td>Previous exams 100%</td>
</tr>
<tr>
<td>Database 50%</td>
<td>Database 86%</td>
</tr>
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</table>
Web development - in house, sustainable, collaborative, capability development

The changing face of librarianship
where to next?
What does it mean when 2 billion people can find your history, your culture, but it is invisible from your Library’s search box?
make it personal
invisible collections
today libraries & archives are positioned within higher education as service organisations, not laboratories of discovery

- Abby Smith Rumsey
Sheryl Baster:  @sherylbaster

Brian Flaherty:  @taftan