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Meeting the discovery challenge: user expectations, usability and Primo

Andy Land
Digital Systems Manager

CUSTOMER SERVICE EXCELLENCE
UK
The Government Standard

The University of Manchester

- Outline recent research on user behaviour and expectations carried out at Manchester
- Look at what the research shows about how users search for and access Library provided content
- Highlight issues identified with Primo and what we have done to address these

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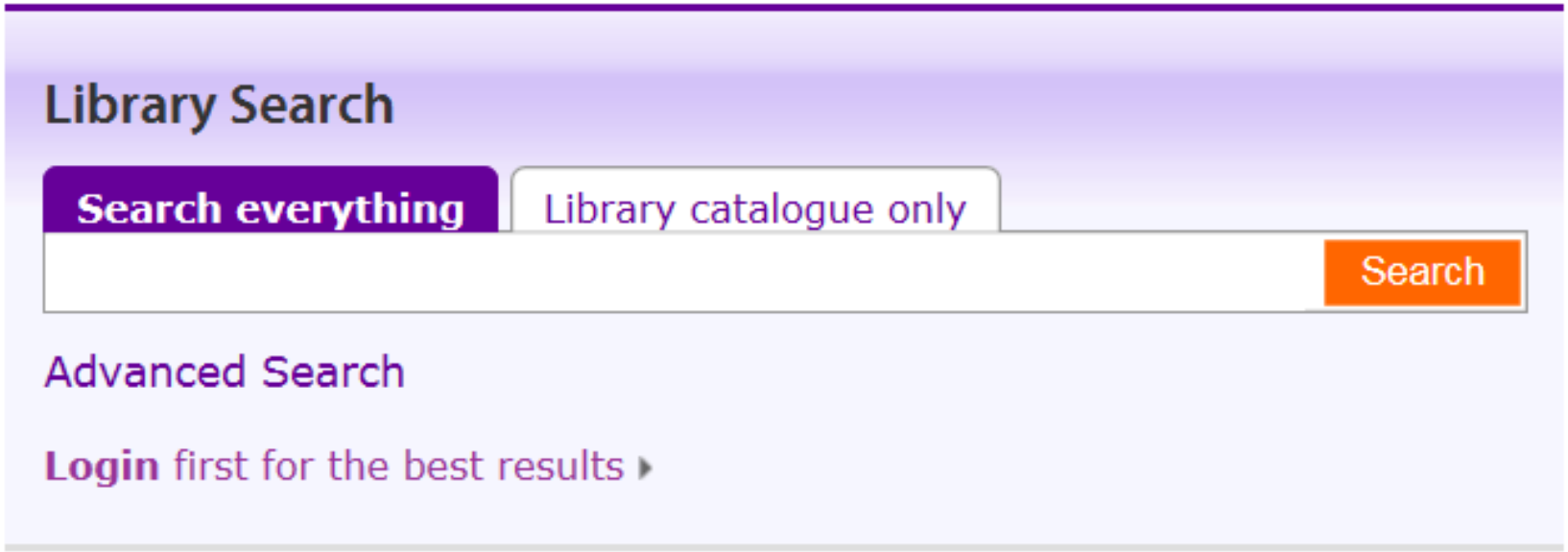

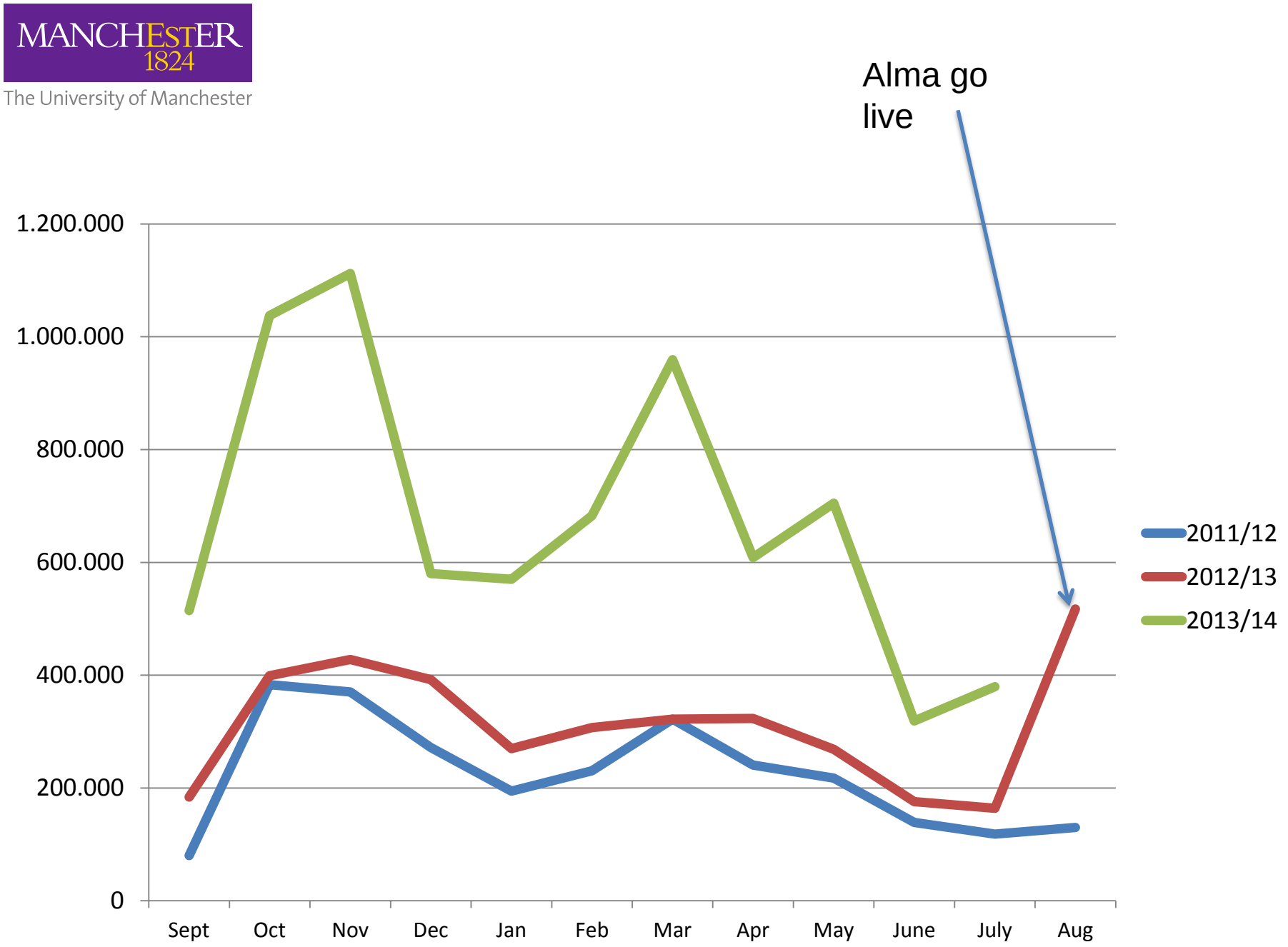
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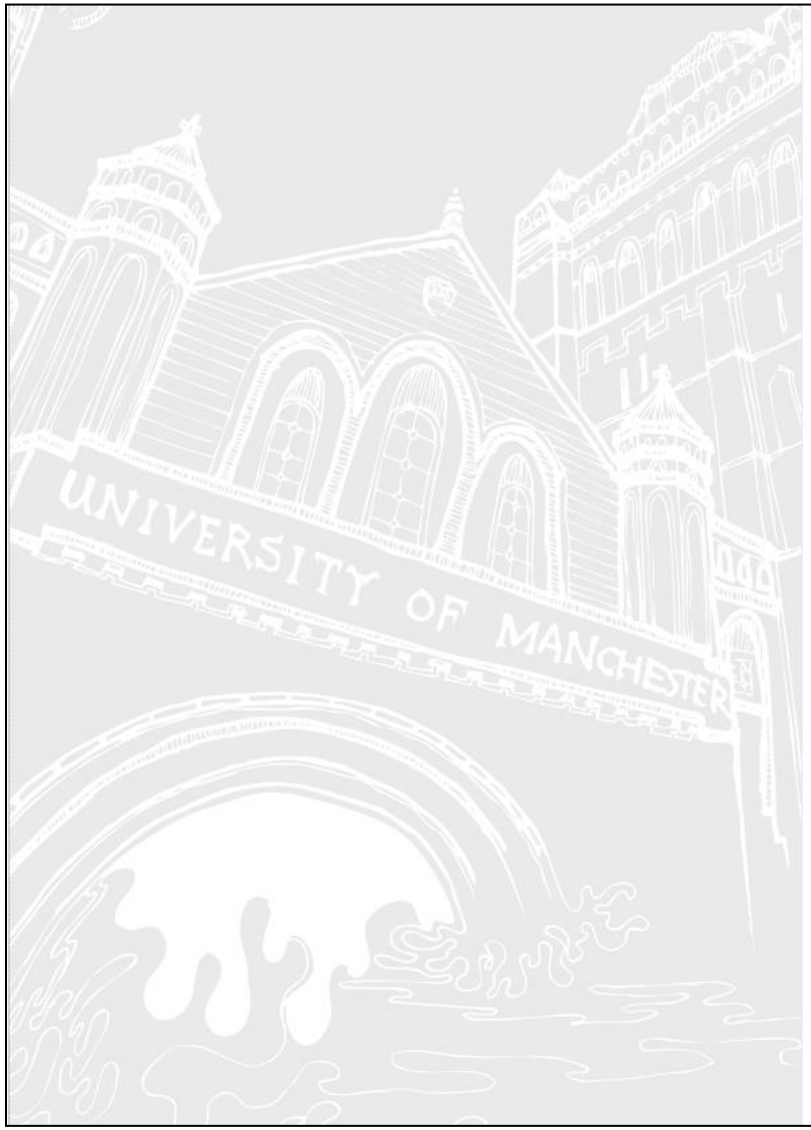

We hold over **4 million items** including **400,000 ebooks** and **25,000 journals**

Our vision

The University of Manchester Library will harness the pioneering heritage of Manchester to inspire a world of learning and research.

We will broaden understanding and cultivate intellectual growth in our students, researchers and local and international communities.

The Higher Education sector continues to change rapidly, and this presents new challenges for academic libraries. Our first priority is to understand thoroughly the communities we work with.

We need to be in a position to forecast learning and research behaviour, to identify best practice from within and beyond the sector and to take advantage of the opportunities digital technology provides.

This will ensure we can develop a world-class offer for a twenty-first century global digital society while conserving and interpreting collections covering 5 millennia.

Over the coming years we are preparing to boost research performance, provide excellent student experience, enhance the lives of the local community and attract the best students and researchers to Manchester.

Read on for a flavour of the projects we plan to develop to achieve our vision.

Jan Wilkinson
University Librarian and Director of The John Rylands Library

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alterline research

LIBRARY CUSTOMERS' EXPERIENCES AND PERCEPTIONS

REPORT FROM ALTERLINE

CONFIDENTIAL TO STAFF WITHIN THE UNIVERSITY OF MANCHESTER LIBRARY

January 2014

For further information please contact:
Ben Hickman
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Alterline Research
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Requested by:
Penny Hicks & Lisa Donnelly
The University of Manchester Library

London The Leathermarket, 11-13 Weston Street, London, SE1 3ER
Manchester The Flint Glassworks, 64 Jersey Street, Manchester, M4 6JW

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Researcher Experience Study

A study undertaken by the RIN

May 2014

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Zoom in (Ctrl+Plus)

The University of Manchester iLibrary Report

May 2014

David Ball, Helen Harrop, David Kay & Owen Stephens

for Sero Consulting

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Shaping the best customer experience

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University of Manchester Library - Usability Testing

May 2013

r Experience Consultant

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EUREKA!

Library Innovation Challenge

Watch highlights of the final

Phil Jupitus on Eureka! ›

Meet the judges ›

Congratulations to the winner of the Eureka! final

Jack Green

Read about Jack's winning idea ›

See pictures from the final ›

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Use of Library Search

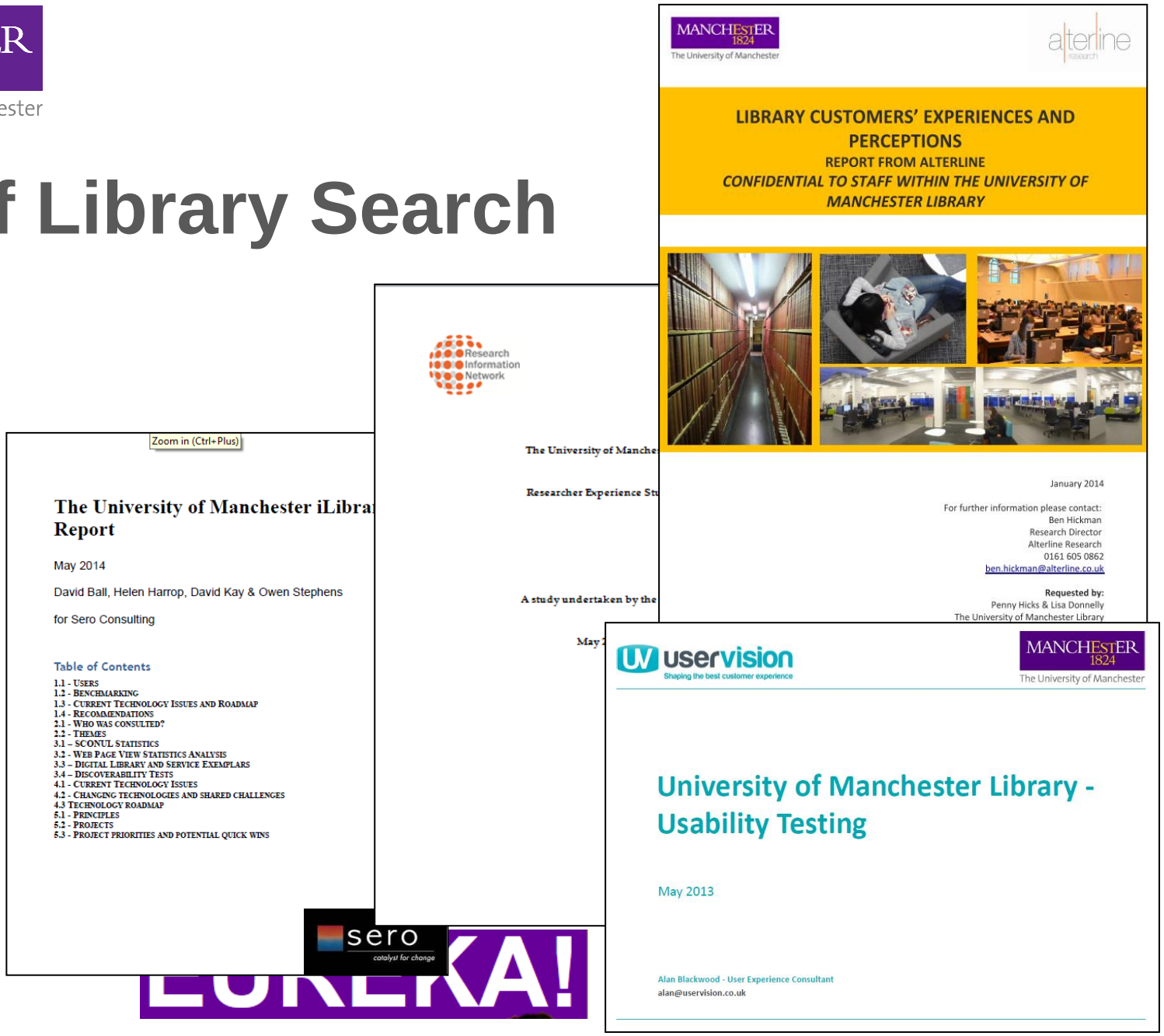

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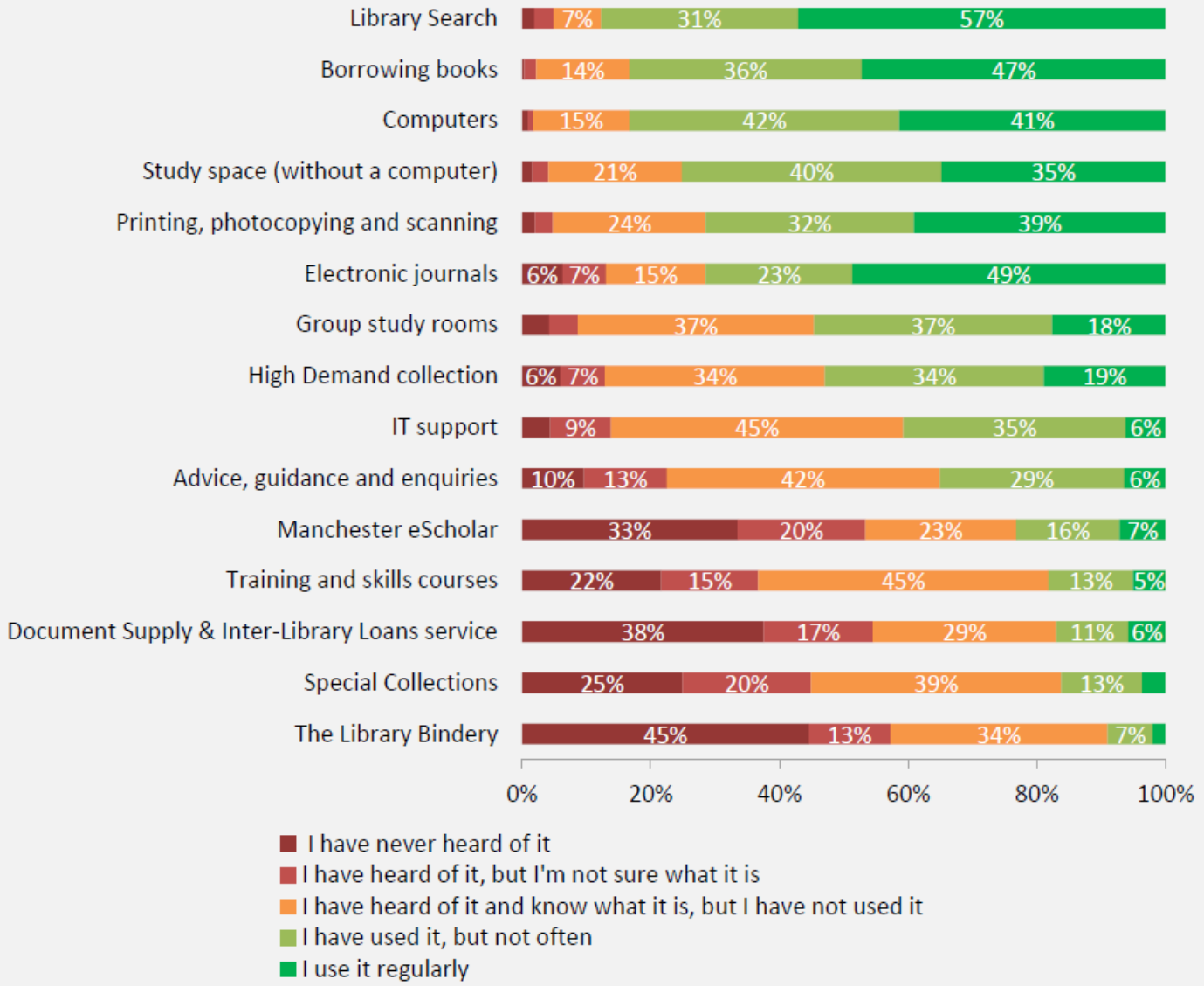
Figure 4.
Please tell us about your usage and understanding of what the Library offers by choosing one option for each of the services below.
Base: 1440



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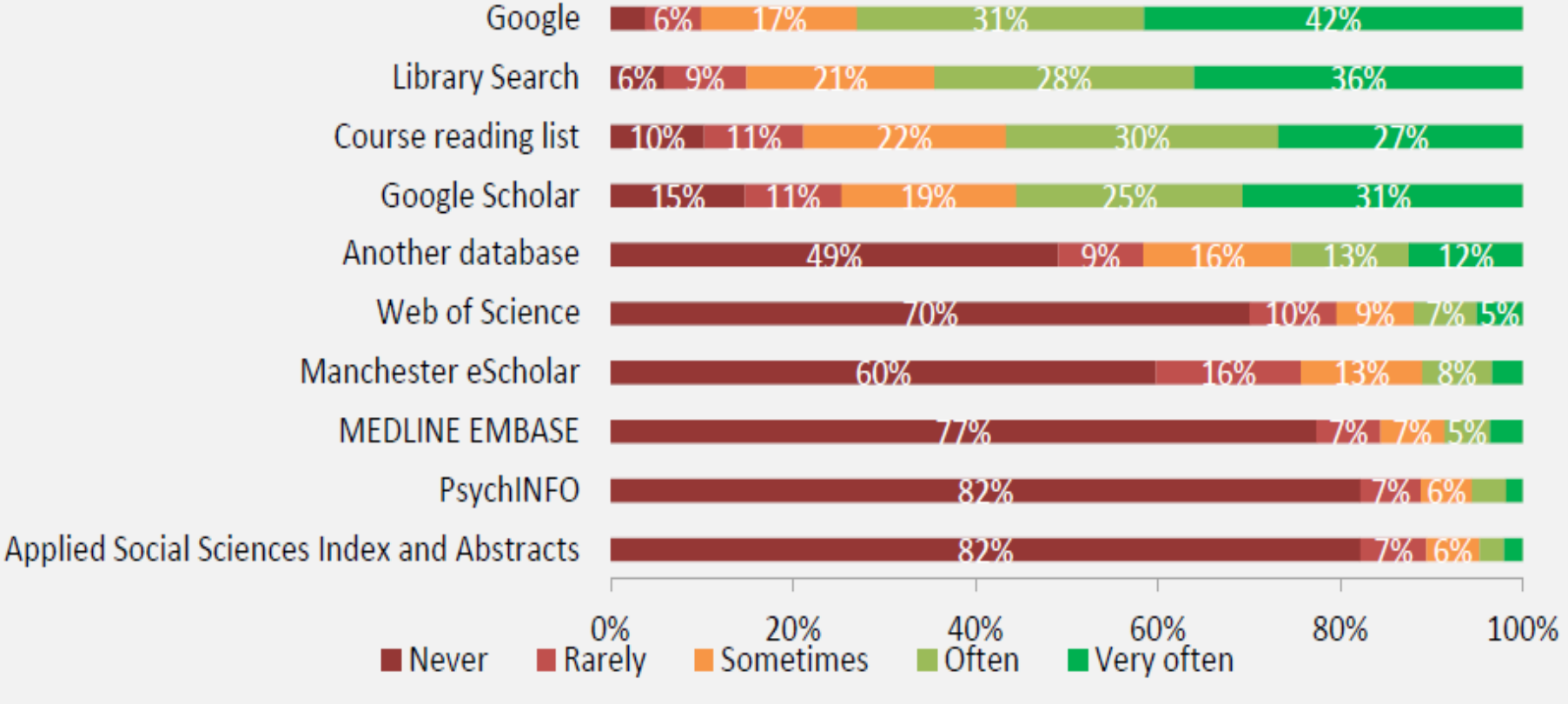
What tools do you use when looking for relevant content?

Figure 17.
How often do you use the following online tools to find relevant content such as books and journal articles?
Base: 1415



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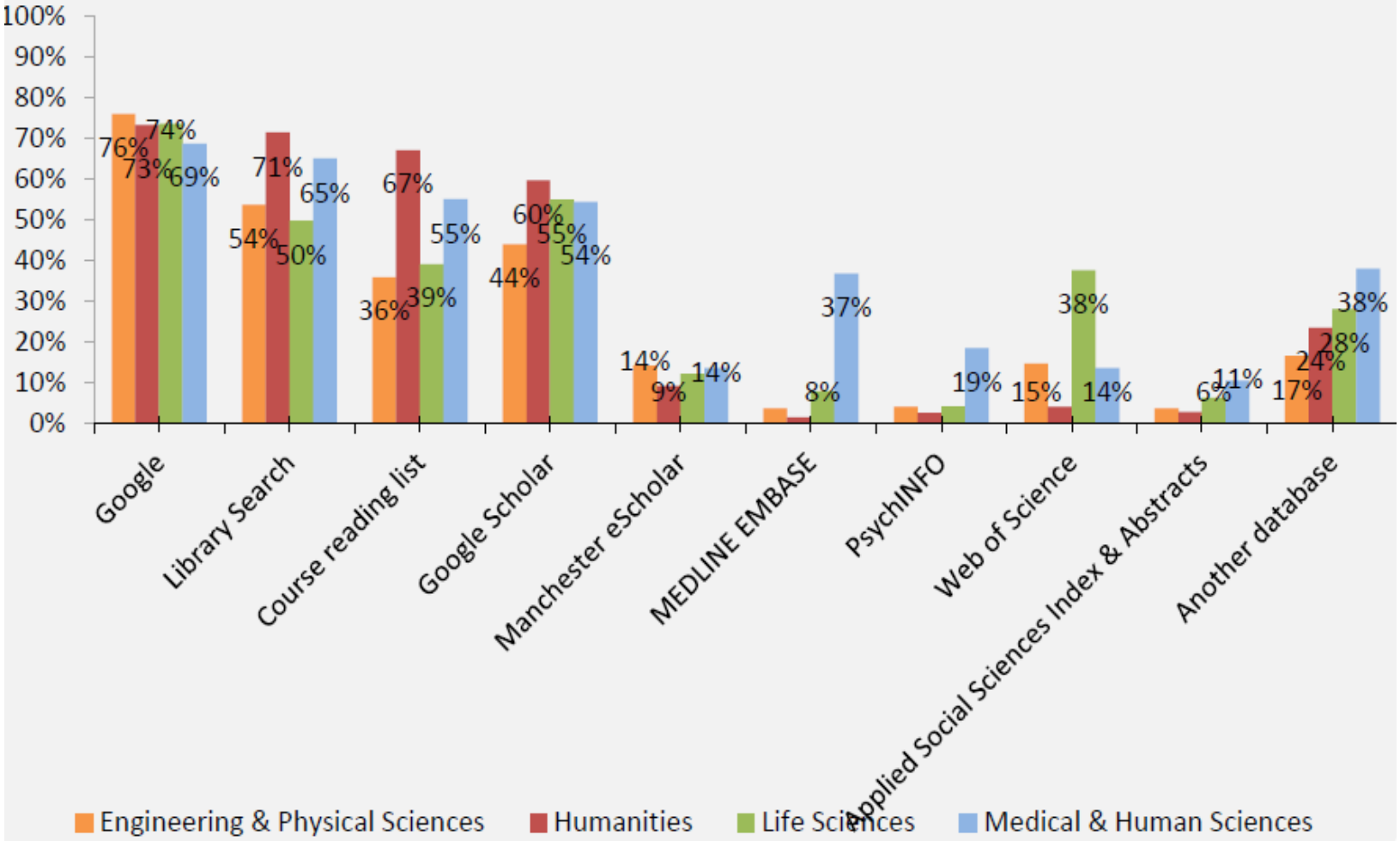
What tools do you use when looking for relevant content?

Figure 18.

How often do you use the following online tools to find relevant content such as books and journal articles? (Often and very often by faculty)

Base:Varies



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	Find a known item	Carry out an initial subject search	Get the feel for a topic
Library Search	72%	43%	28%
Specialist databases	34%	40%	29%
Google or another search engine	49%	61%	53%
Wikipedia	20%	28%	49%
University Virtual Learning Environment/reading list	35%	23%	25%

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How do you typically go about discovering electronic resources such as ebooks, e-journals and images?

		Undergraduate Year 1	Undergraduate Years 3/4/5	PhD – full-time	Professor	Teacher and researcher
Use Library Search	Always	**52.5% (31)**	39.7% (29)	**33.3% (17)**	7.4% (2)	18.4% (7)
	Frequently	33.9% (20)	**42.5% (31)**	31.4% (16)	**33.3% (9)**	18.4% (7)
	Sometimes	10.2% (6)	16.4% (12)	**33.3% (17)**	**33.3% (9)**	**60.5% (23)**
Ask Google or another web search engine	Always	**61.0% (36)**	**58.9% (43)**	**54.9% (28)**	33.3% (9)	21.1% (8)
	Frequently	23.7% (14)	28.8% (21)	21.6% (11)	**48.1% (13)**	**47.4% (18)**
	Sometimes	11.9% (7)	12.3% (9)	19.6% (10)	14.8% (4)	23.7% (9)

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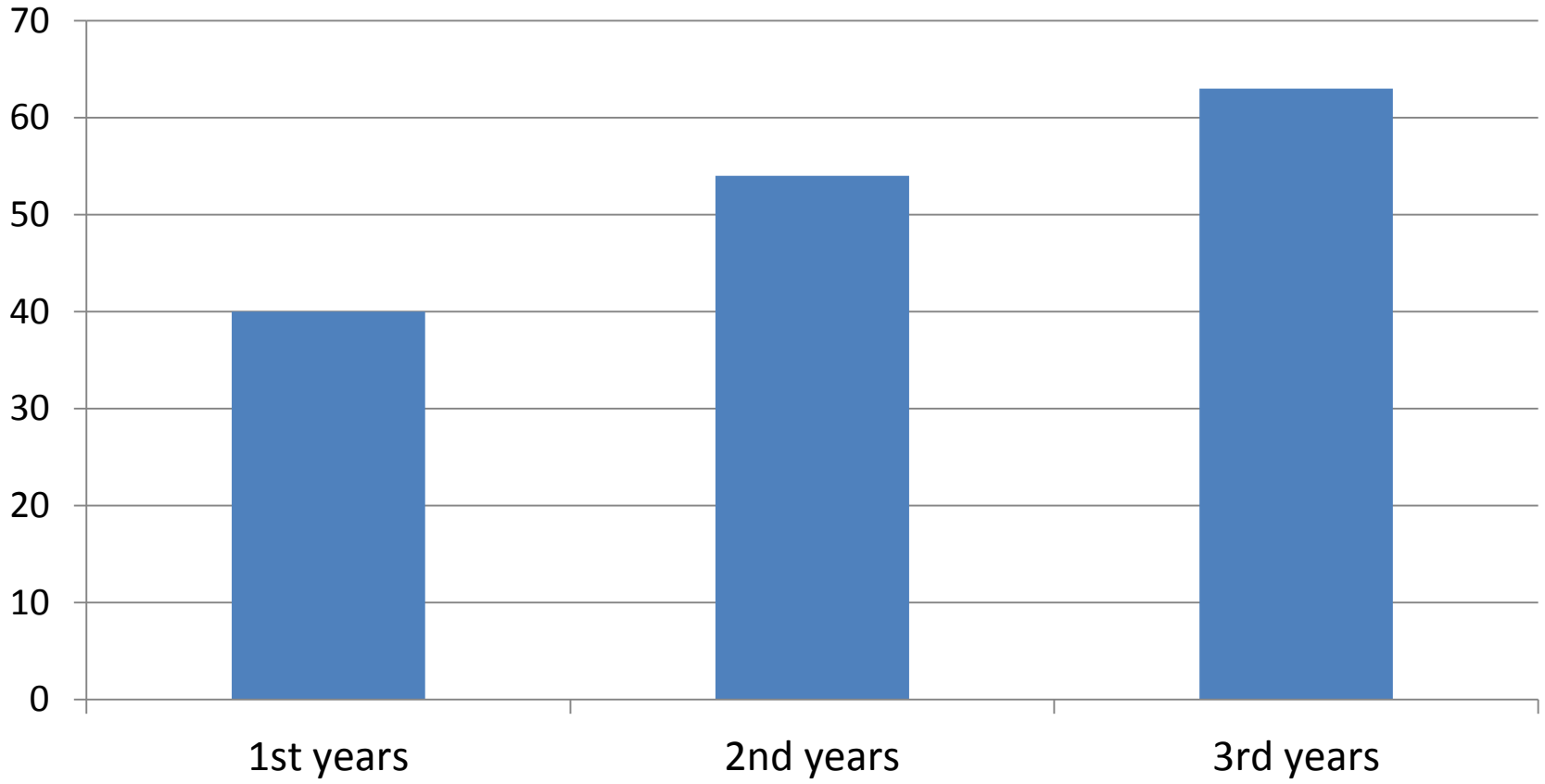
% of undergraduates using Library Search regularly



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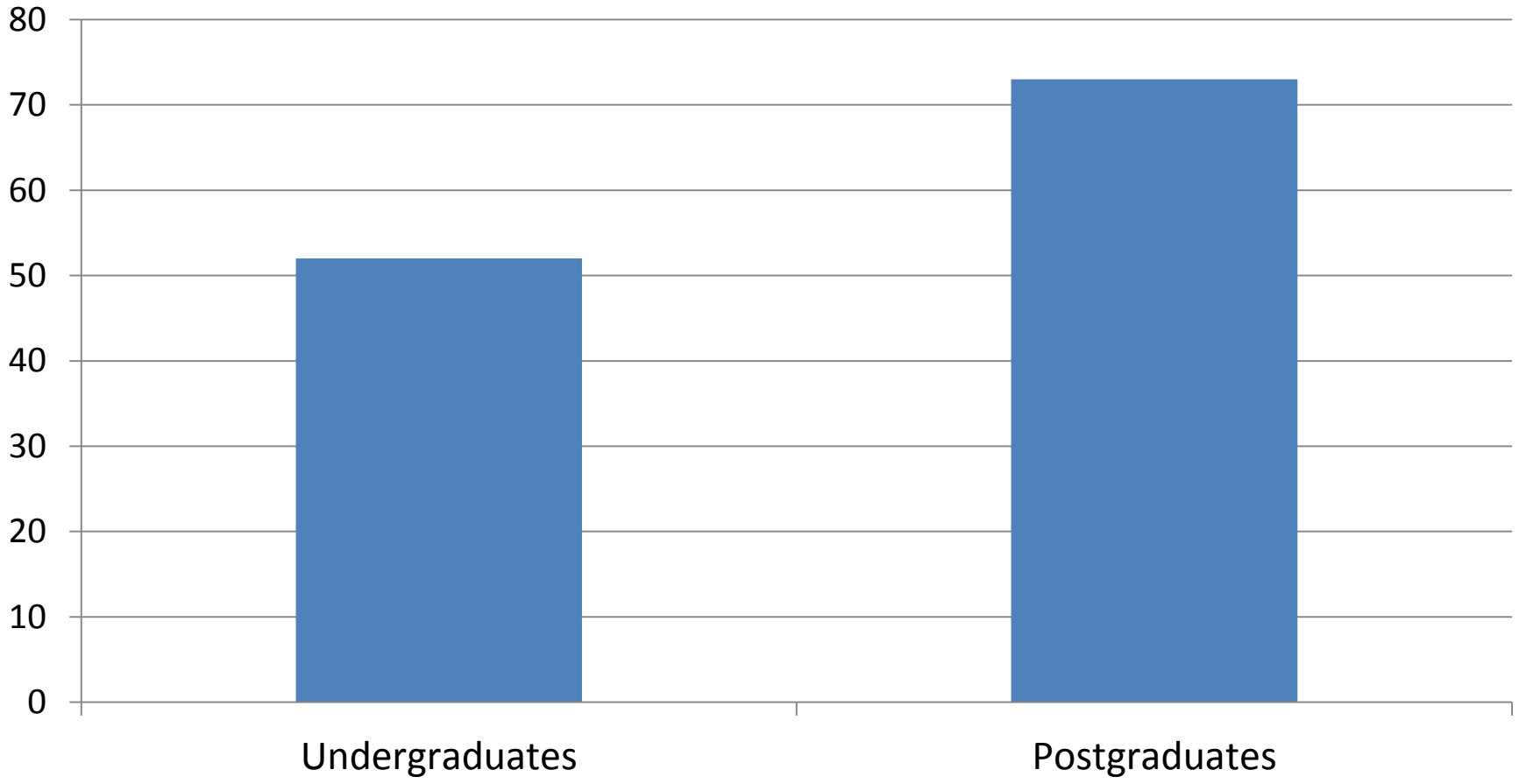
% of undergraduates and postgraduates using Library Search regularly



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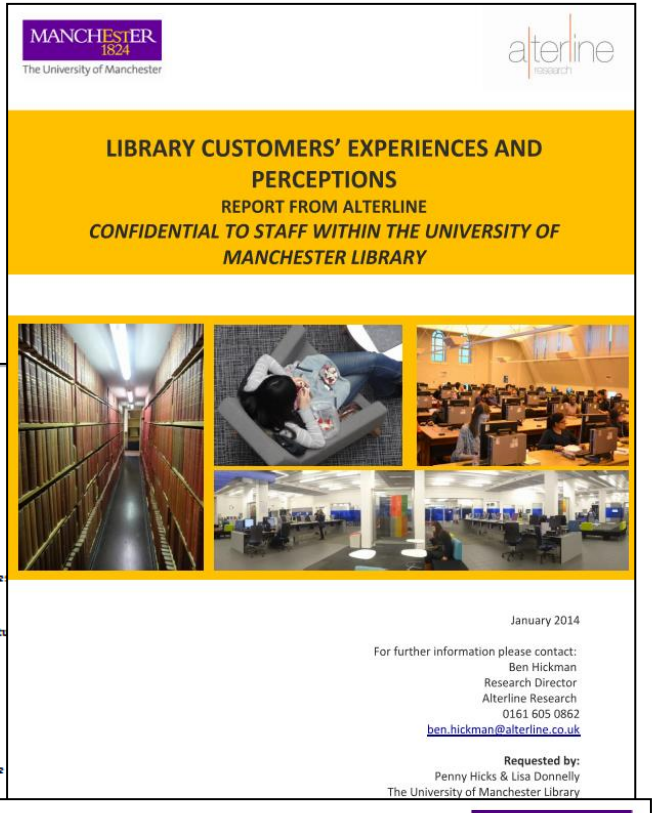
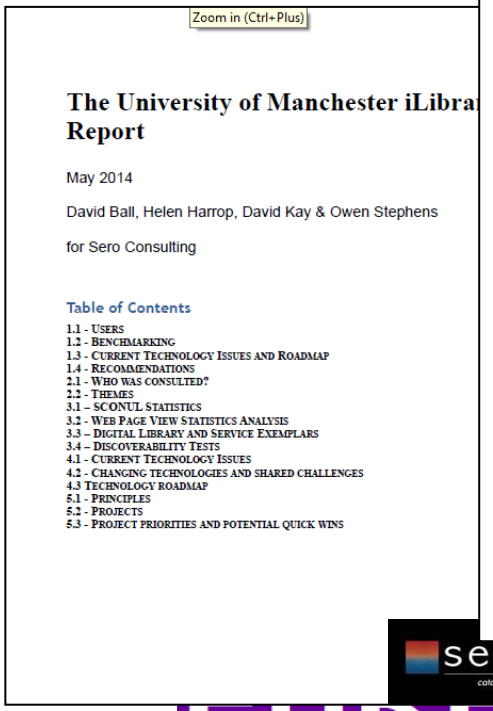
Overall perception of Library Search





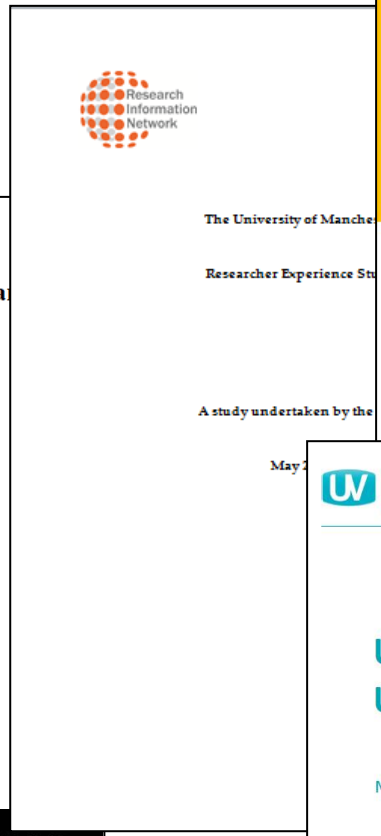


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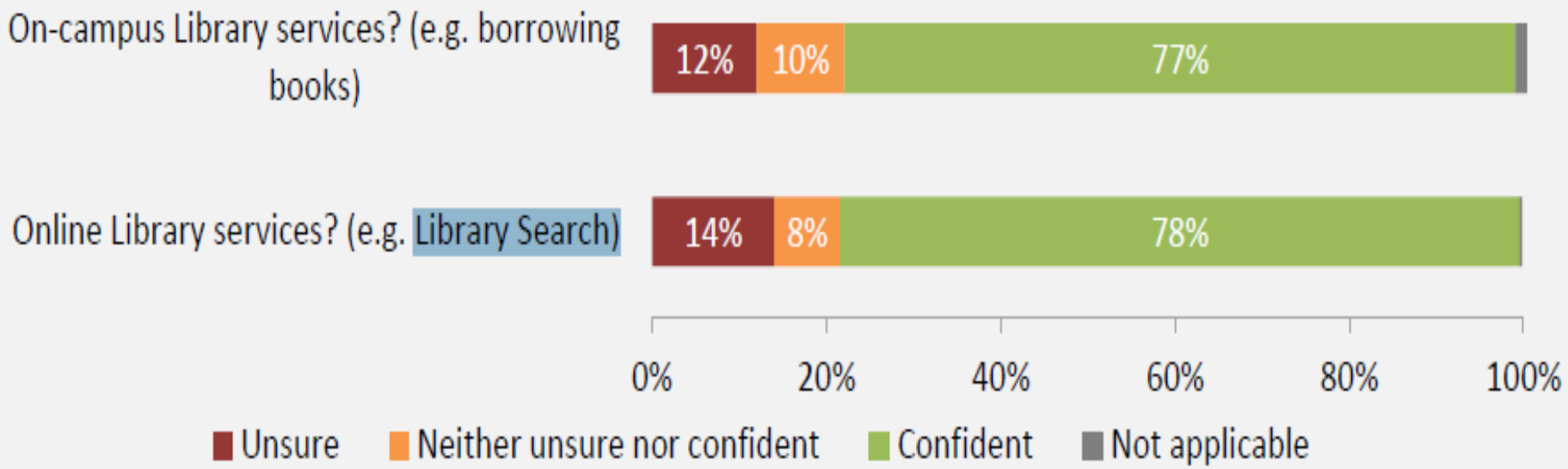
Figure 5.

Thinking about when you use Library Services, how unsure or confident do you feel about using...

Base: 1439



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3 things you particularly like about Library Search

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3 things you would change in Library Search

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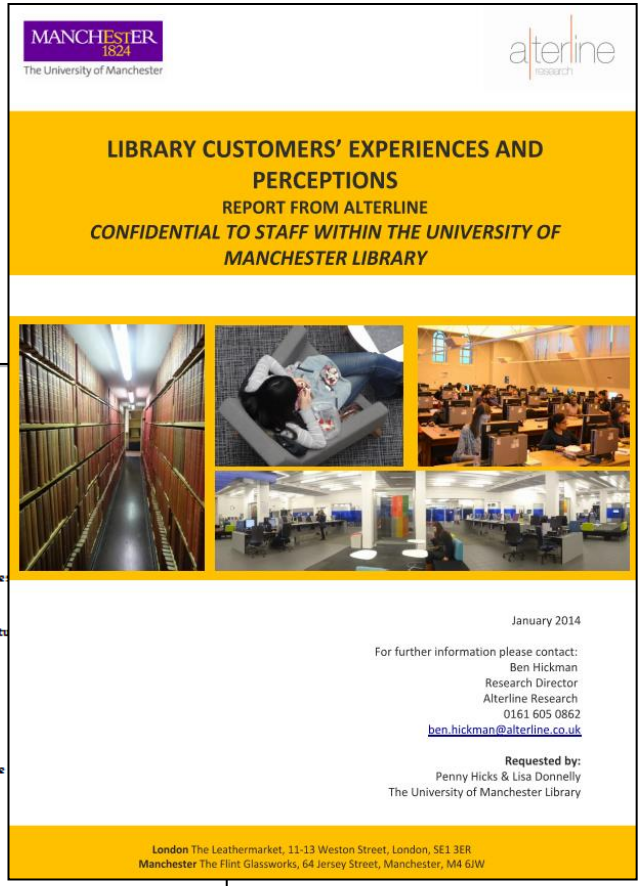

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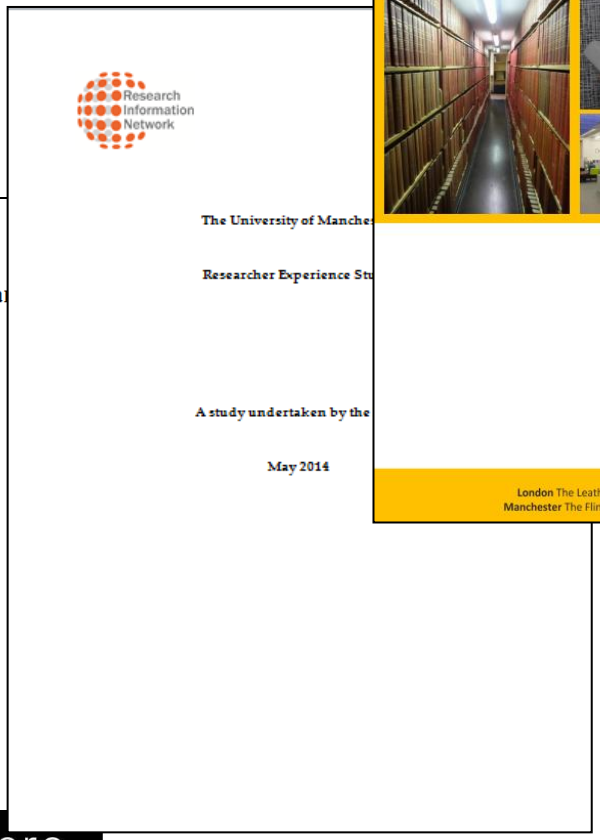

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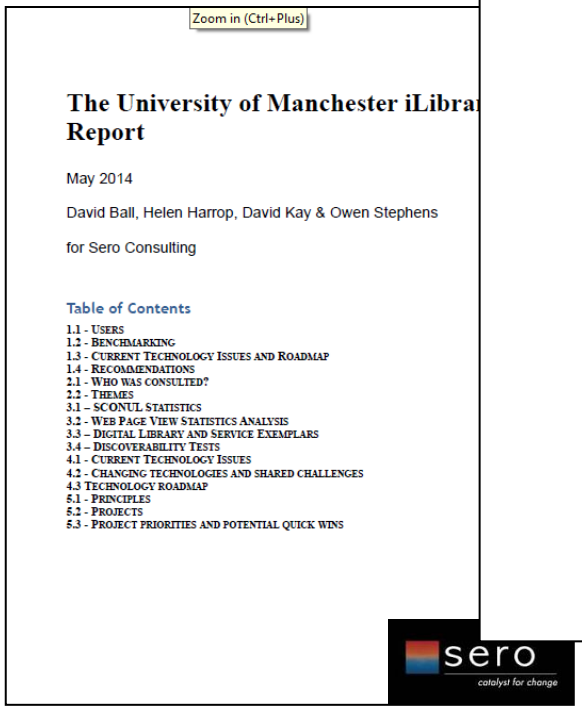
Researcher Experience Stu

A study undertaken by the

May 2014



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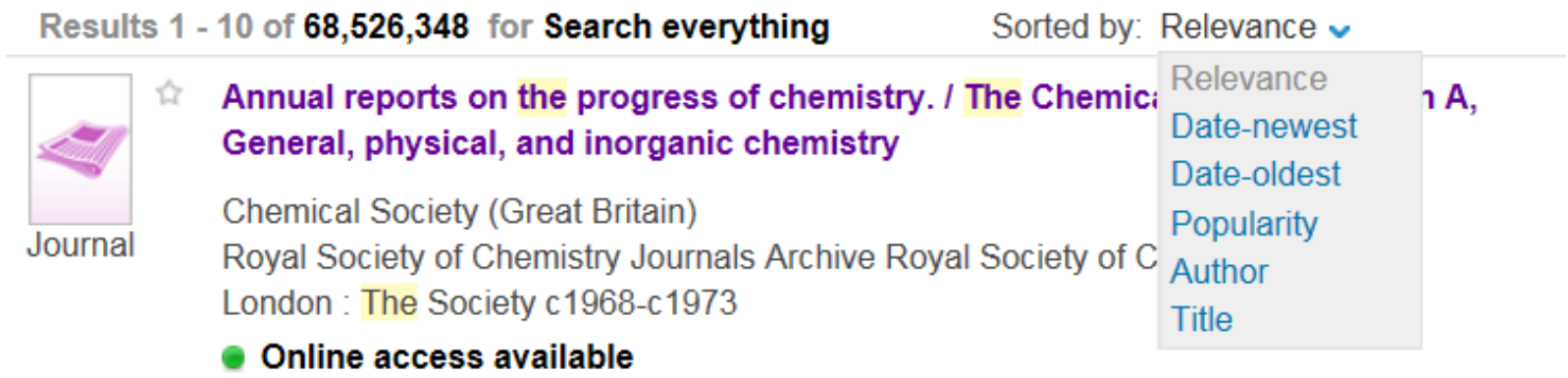
"If you search for something it's mainly clutter it doesn't get that specific search result which you actually need."



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Results Boosting:

☐ Activate A/B testing for ranking

Fields Boosting:

Field	Boosting Level
in the title (title)	3.5
as author/creator (creator)	3.0
in subject (sub)	2.5
TOC (toc)	1.5
Description (desc)	1.5
ISBN (isbn)	1.0
Language (lang)	1.0
Additional Title (addtitle)	0.01

Create New Field Boosting:

Field Name [anywhere in the reco] Boosting Level [ ] Add

Date Boosting:

Date	Boosting Level

Create New Date Boosting:

Date [2009] Boosting Level [0.0] Add

Institution Boost:

Field	Value
Boost for Institution	0.5

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“If I’m looking for a book with a specific title, the first few thousand results barely relate, you can’t filter very well either, it’s just very clunky.”

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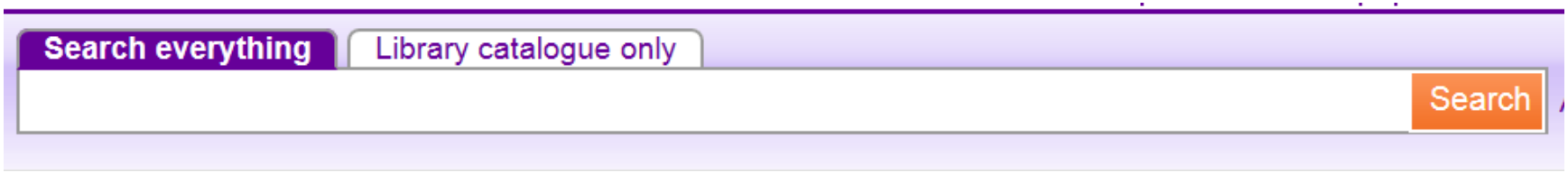

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Expand My Results

☐ Expand beyond library collections

Show only

Full Text Online (3)

Refine My Results

Topic
Caribbean Area (1)
French Caribbean Literature (1)
Anthology (1)
Prisoners (1)
Caribbean fiction (English) (1)
More options

Author/Creator
John I. Tait (1)
Tait, John I (1)
Sparck Jones, Karen (1)
Guirgis, Stephen Adly (1)
Sparrow, Jennifer (1)
More options

Collection
ACLS Humanities E Books (2)
SpringerLink Book Series (1)
Dawsonera (1)
More options

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Expand My Results

☐ Expand beyond library collections

Show only

- Peer-reviewed Journals (38)
- Full Text Online (121)
- Available in the Library (1)
- Physical Items (1)

Refine My Results

Content Type

- Articles (95)
- Books (16)
- Conference Proceedings (1)
- Newspaper Articles (1)
- Reviews (18)
- More options

Topic

- Blues (Music) (1)
- Book Reviews (2)

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162,847 Results for **Everything** Sorted by: Relevance 1-10 Next

Article
Beyond The Welfare State
Rosanvallon, P.
Politics & Society, 1988, Vol.16(4), pp.533-543 [Peer Reviewed Journal]
Full text available
Electronic resource Details Recommendations
View all versions

Book
Beyond the welfare state? : the new political economy of welfare / Christopher Pierson.
Christopher Pierson
Cambridge : Polity 3rd ed.. 2006
Check holdings at Main Library **and other locations**
View in catalogue Locations Details
View all 4 editions/versions

Article
Moving beyond walkability: On the potential of health geography
Andrews, Gavin J. ; Hall, Edward ; Evans, Bethan ; Colls, Rachel
Social Science & Medicine [Peer Reviewed Journal]
Full text available
Electronic resource Details
View all versions

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Results 1 - 10 of **2,154** for **Search everything** Sorted by: Relevance 1 2 3 4 5 →

View all versions

Article

Beyond the Welfare State

Marsland, David ; Skidelsky, Robert
Journal of social policy : the journal of the Social Policy Association, 1998, Vol.27(2), pp.282-283 [Peer Reviewed Journal]

Full text available

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Article

FREEMAN, RICHARD B.; BIRGITTA SWEDENBORG, AND ROBERT TOPEL, EDS. Reforming the Welfare State: Recovery and Beyond in Sweden

Skedinger, Per
Journal of economic literature, 2011, Vol.49(1), pp.168-171 [Peer Reviewed Journal]

Full text available

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Book

Beyond the welfare state? : the new political economy of welfare / Christopher Pierson.

Christopher Pierson
University Park, Pa. : The Pennsylvania State University Press 2nd ed. c1998

Available at Main Library IDPM Muriel Stott Centre (360 P83)

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Alan turing | Library books, journals and theses | Search | Advanced Search

Show only

Physical Items (7)
Full Text Online (12)
Available in the Library (21)

Refine My Results

Topic
Turing, Alan Mathison, 1912-1954 (20)
Computer Science (10)
Artificial intelligence (7)
Mathematicians (6)
Computers (4)
More options

Location
Main Library (22)
Joule Library (4)
Eddie Davies Library (1)
Store (Main Library) (1)
Special Collections (Main Library) (1)
More options

Creation Date
1985 To 1995 (7)
1996 To 2001 (8)
2002 To 2006 (5)
After 2006 (16)
Before 1985 (4)
More options

Results 1 - 10 of 38 for **Library books, journals and theses only** Sorted by: Relevance 1 2 3 4 →

Book
☆ **Alan Turing : Erzählung / Rolf Hochhuth ; mit Beiträgen von Otto F. Beer, Toni Meissner, Lucien F. Trueb.**
Rolf Hochhuth
Reinbek bei Hamburg : Rowolt Taschenbuch 1998
● **Available at** Main Library Blue Area Floor 3 (832.91,H656 43)
Get It Details
View all 2 editions/versions

Book
☆ **Alan Turing : the enigma.**
Andrew Hodges 1949-
London : Burnett Books 1983
● **Available at** Joule Library Main Level (509.2 TUR)
Get It Details
View all 2 editions/versions

Book
☆ **Alan Turing's electronic brain : the struggle to build the ACE, the world's fastest computer / B. Jack Copeland and others ; [foreword by Donald W. Davies]..**
B Copeland 1950-
Oxford : Oxford University Press 2012
● **Checked out at** Main Library Blue Area Floor 2 (004.09 C11)
Get It Details

Book
☆ **The legacy of Alan Turing / edited by P.J.R. Millican and A. Clark.**
P. J. R Millican; Andy Clark 1957-
● **Check holdings at**
Get It Details

Book
☆ **Alan Turing : the enigma of intelligence / Andrew Hodges.**
Andrew Hodges 1949-
London : Unwin Paperbacks 1985
● **Available at** Main Library Blue Area Floor 2 (510.92 T52) **and other locations**
Get It Details

☆ **Alan Turing : the architect of the computer age / by Ted Gottfried.**
Ted Gottfried

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Show only

- Physical Items (190)
- Full Text Online (149)
- Available in the Library (178)

Refine My Results

Content Type

- Audio Visual (1)
- Books (305)
- Databases (7)
- eBook (149)
- Maps (28)
- More options

Topic

- Astronomy (4)
- Behavior modification (3)
- Corporation law (5)
- English language (4)
- Great Britain (4)
- More options

Location

- Art and Archaeology Library (2)
- Braddick Library (3)
- Eddie Davies Library (17)
- John Rylands Library (20)
- Joule Library (17)

Results 1 - 10 of **334** for **Library catalogue** Sorted by: Relevance 1 2 3 4 5

Book

Myself and other more important matters / Charles B. Handy.

Charles B. Handy
London : William Heinemann 2006
Available at Eddie Davies Library The Eddie Davies Library (121.8 HAN)

Get It | Details

Book

Molecular quantum mechanics : selected papers of N.C. Handy / edited by David C. Clary, Susan M. Colwell, Henry F. Schaefer III.

Nicholas C. Handy David C Clary; Susan M Colwell; Henry F Schaefer
London : Taylor & Francis 2004
Available at Main Library Blue Area Floor 2 (530.4 H24)

Get It | Details

Map

The handy shilling atlas of the world.

John Bartholomew & Co.
London : Ward, Lock & Co. 5th ed. 19--]
Available at Museum Herbarium Library (912 HAN)

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View all 3 editions/versions

Book

The age of unreason.

Charles B. Handy
Business Books 1989
Available at Eddie Davies Library The Eddie Davies Library (658.406 HAN)

Get It | Details

View all 2 editions/versions

The future of work : a guide to a changing society.

Charles B. Handy
Blackwell 1984

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ethnomusiology | Everything | Search | Advanced Search

Did you mean: ethnomusicology?

Expand My Results

Expand beyond library collections

Refine My Results

Topic
Folk Rituals (1)
Folk Drama (1)
Schechner, Richard(1934-) (1)
Ghana (1)
Performing Arts (1)
More options

Author/Creator
Avorgbedor, D (1)
Avorgbedor, Daniel Kodzo (1)
Avorgbedor, Daniel (1)
More options

2 Results for Everything

Article
The Turner-Schechner Model of Performance as Social Drama: A Re-Ewe Halo(1)
Avorgbedor, Daniel
Research in African Literatures, Winter, 1999, Vol.30(4), p.144 [Peer Review
Society for Ethnomusiology, Toronto, 31 Oct.-3 Nov. 1996. (2.) The term put
diasporic extensions of some aspects
Full text available
Electronic resource Details Recommendations

Article
The Turner-Schechner Model of Performance as Social Drama: A Re-Ewe Halo
Avorgbedor, Daniel Kodzo
Research in African Literatures, 1999, Vol.30(4), pp.144-155 [Peer Reviewed
paper presented at the 1996 annual meeting of the Society for Ethnomusiolo
The term putting down is also exemplified
Full text available
Electronic resource Details Recommendations

2 Results for Everything

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Search everything | Library catalogue only

ethnomusiology Search Advanced Search

Did you mean: ethnomusicology?

Expand My Results

☐ Expand beyond library collections

Refine My Results

Collection

- JSTOR (1)
- Literature Resource Center (Gale) (1)
- MLA International Bibliography (1)
- Project MUSE (1)
- More options

1 Results for Search everything Sorted by: Relevance

Article

The Turner-Schechner Model of Performance as Social Drama: A Re-Examination in the Light of Anlo-Ewe Halo

Avorgbedor, Daniel Kodzo
Research in African Literatures, 1999, Vol.30(4), pp.144-155 [Peer Reviewed Journal]
paper presented at the 1996 annual meeting of the Society for Ethnomusiology, Toronto, 31 Oct. –3 Nov. 1996. 2. The term putting down is also exemplified

Full text available

View It | Details | Recommendations

1 Results for Search everything Sorted by: Relevance

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Hamlet
Stijfhoorn, G.
Neophilologus, 1927, Vol.12(1), pp.276-284 [Peer Reviewed Journal]
Full text available

Electronic resource | **Details**

Title: Hamlet
Author/creator: Stijfhoorn, G.
Is Part Of: Neophilologus, 1927, Vol.12(1), pp.276-284 [Peer Reviewed Journal]
Identifier: **ISSN:** 0028-2677 ; **E-ISSN:** 1572-8668 ; **DOI:** 10.1007/BF01521715
Language: French

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Hamlet
Stijfhoorn, G.

Neophilologus, December 1927, Vol.12(1), pp.119-129 [Peer Reviewed Journal]
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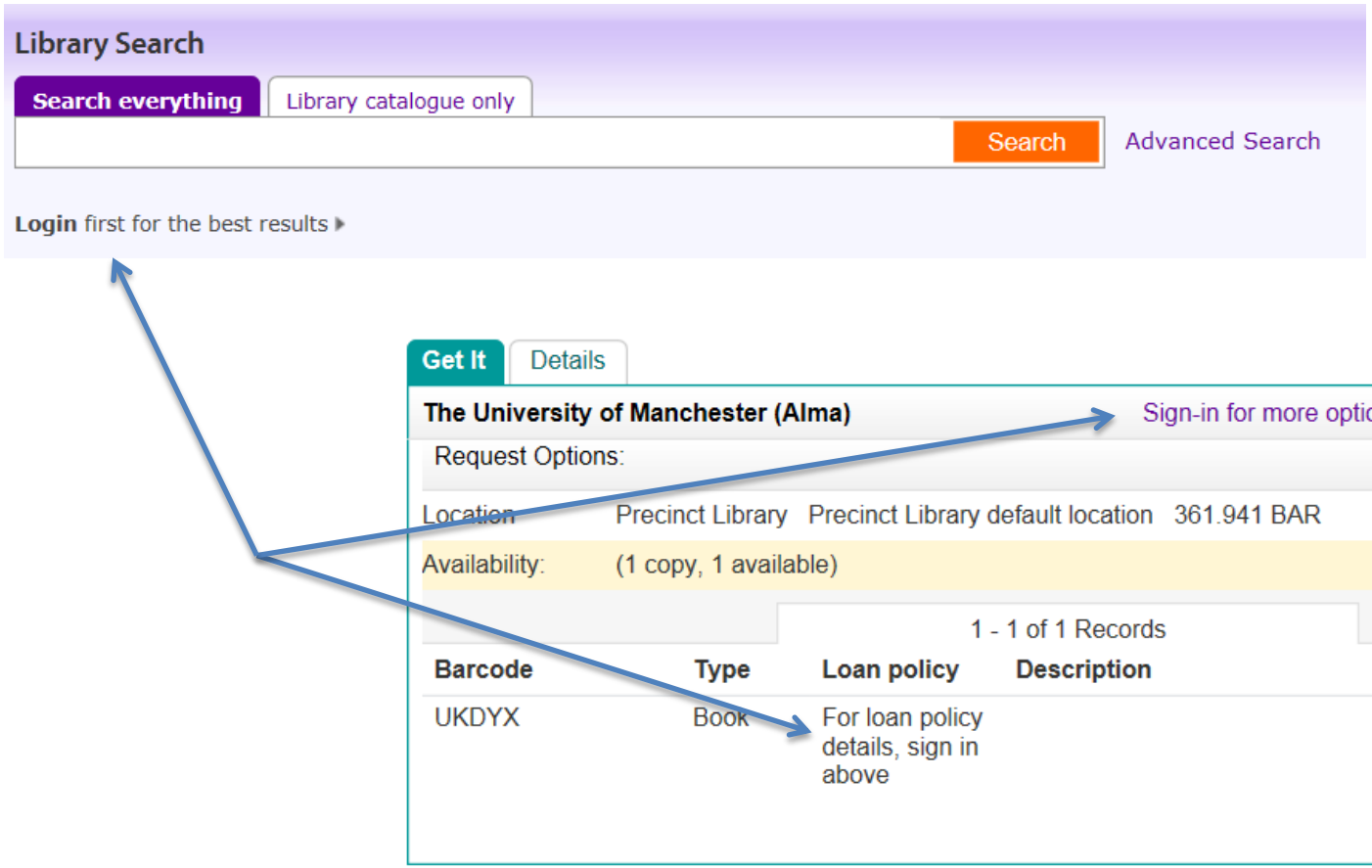

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Search

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- Archives (ELGAR)
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- Resource lists (Link2Lists)
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- A to Z of subjects
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- New students
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- Borrowing
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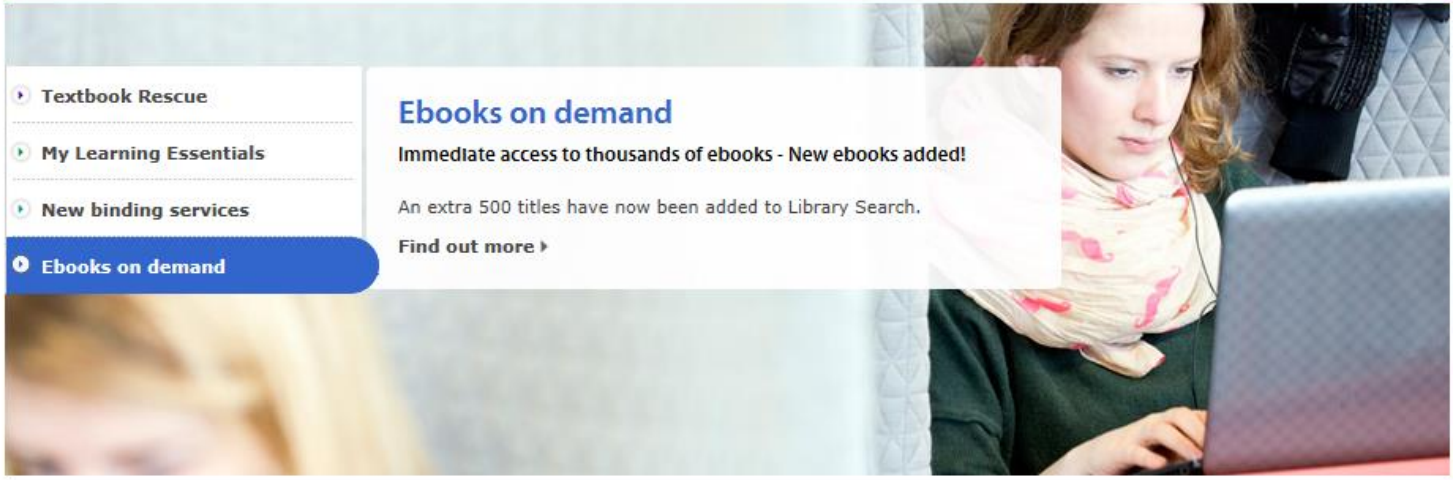

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- Manchester eScholar
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"students perceive there to be errors in the Library catalogue"

"Poor metadata can result in confusion around the results being presented"

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☐	☐	Handy, C (10)
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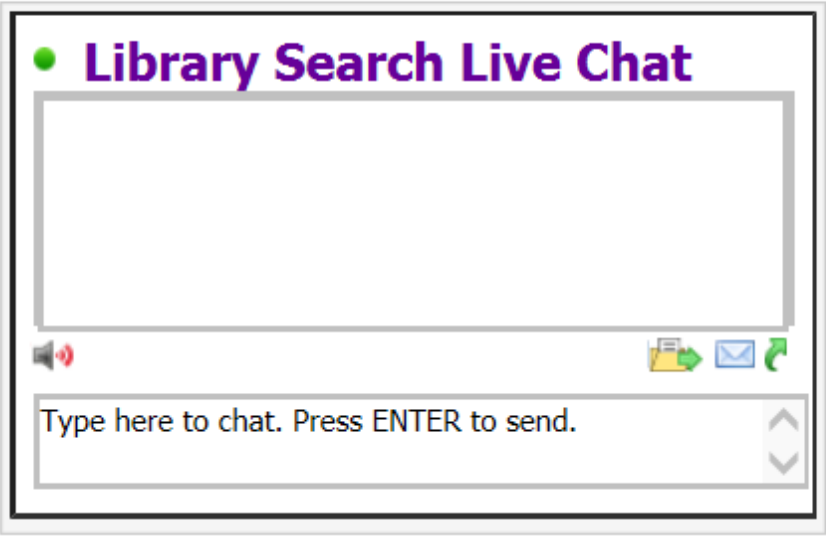

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- Be better, faster, smarter

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Introducing your search toolkit

SECTION THREE:

Examining Library Search

- *What can you find?*
- *Quality of results*
- *Quantity of results*
- *What's it good for?*
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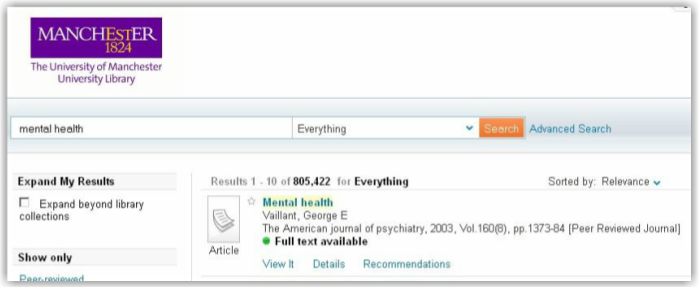

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What next?

My ideal digital library would be…
the website I google before I Google

Undergraduate Year 2, Life Sciences
iLibrary2 report survey “complete the phrase” winner

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- An engaging and personalised My Account
- Support for crowd sourcing
- Seamless integration between electronic and print
- Communicate at all times

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