Meeting the discovery challenge: user expectations, usability and Primo

Andy Land
Digital Systems Manager
• 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
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
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
Research Director
Alterline Research
0161 605 0862
ben.hickman@alterline.co.uk

Requested by:
Penny Hicks & Lisa Donnelly
The University of Manchester Library
The University of Manchester

Researcher Experience Study

A study undertaken by the RIN

May 2014
The University of Manchester iLibrary Report

May 2014

David Ball, Helen Harrop, David Kay & Owen Stephens

for Sero Consulting

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University of Manchester Library - Usability Testing

May 2013
Watch highlights of the final

Congratulations to the winner of the Eureka! final

Jack Green

Read about Jack's winning idea

See pictures from the final
Use of Library Search

The University of Manchester iLibrary

Report

May 2014

David Ball, Helen Harrop, David Kay & Owen Stephens

for Sero Consulting

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1.13 - LIBRARY
1.14 - PROJECTS
1.15 - PRODUCTIVITY AND POTENTIAL QUICK WINS

University of Manchester Library

Usability Testing

May 2013

Alan Backwood - User Experience Consultant

alan@uservision.co.uk

For further information please contact:

Ian Holman
Research Director
Alterline Research
0161 605 0862

uservision@alterline.co.uk

Requested by:

Penny Higgs & Liz Sandom

The University of Manchester Library
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

- Library Search: 7% have never heard of it, 31% have heard of it but are not sure what it is, 57% have heard of it and know what it is, but have not used it
- Borrowing books: 14% have never heard of it, 36% have heard of it but are not sure what it is, 47% have heard of it and know what it is, but have not used it
- Computers: 15% have never heard of it, 42% have heard of it but are not sure what it is, 41% have heard of it and know what it is, but have not used it
- Study space (without a computer): 21% have never heard of it, 40% have heard of it but are not sure what it is, 35% have heard of it and know what it is, but have not used it
- Printing, photocopying and scanning: 24% have never heard of it, 32% have heard of it but are not sure what it is, 39% have heard of it and know what it is, but have not used it
- Electronic journals: 6% have never heard of it, 15% have heard of it but are not sure what it is, 23% have heard of it and know what it is, but have not used it, 49% use it regularly
- Group study rooms: 37% have never heard of it, 37% have heard of it but are not sure what it is, 18% have heard of it and know what it is, but have not used it
- High Demand collection: 6% have never heard of it, 15% have heard of it but are not sure what it is, 34% have heard of it and know what it is, but have not used it, 19% use it regularly
- IT support: 9% have never heard of it, 45% have heard of it but are not sure what it is, 35% have heard of it and know what it is, but have not used it, 6% use it regularly
- Advice, guidance and enquiries: 10% have never heard of it, 13% have heard of it but are not sure what it is, 42% have heard of it and know what it is, but have not used it, 29% use it regularly
- Manchester eScholar: 33% have never heard of it, 20% have heard of it but are not sure what it is, 23% have heard of it and know what it is, but have not used it, 16% use it regularly
- Training and skills courses: 22% have never heard of it, 15% have heard of it but are not sure what it is, 45% have heard of it and know what it is, but have not used it, 13% use it regularly
- Document Supply & Inter-Library Loans service: 38% have never heard of it, 17% have heard of it but are not sure what it is, 29% have heard of it and know what it is, but have not used it, 11% use it regularly
- Special Collections: 25% have never heard of it, 20% have heard of it but are not sure what it is, 39% have heard of it and know what it is, but have not used it, 13% use it regularly
- The Library Bindery: 45% have never heard of it, 13% have heard of it but are not sure what it is, 34% have heard of it and know what it is, but have not used it, 7% use it regularly
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

- Google: 6% Never, 17% Rarely, 31% Sometimes, 42% Often, 42% Very often
- Library Search: 6% Never, 9% Rarely, 21% Sometimes, 28% Often, 36% Very often
- Course reading list: 10% Never, 11% Rarely, 22% Sometimes, 30% Often, 27% Very often
- Google Scholar: 15% Never, 11% Rarely, 19% Sometimes, 25% Often, 31% Very often
- Another database: 49% Never, 9% Rarely, 16% Sometimes, 13% Often, 12% Very often
- Web of Science: 70% Never, 9% Rarely, 10% Sometimes, 9% Often, 5% Very often
- Manchester eScholar: 60% Never, 16% Rarely, 13% Sometimes, 8% Often, 5% Very often
- MEDLINE EMBASE: 77% Never, 7% Rarely, 7% Sometimes, 5% Often, 5% Very often
- PsychINFO: 82% Never, 7% Rarely, 6% Sometimes, 6% Often, 6% Very often
- Applied Social Sciences Index and Abstracts: 82% Never, 7% Rarely, 6% Sometimes, 6% Often, 6% Very often
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
<table>
<thead>
<tr>
<th></th>
<th>Find a known item</th>
<th>Carry out an initial subject search</th>
<th>Get the feel for a topic</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Library Search</strong></td>
<td>72%</td>
<td>43%</td>
<td>28%</td>
</tr>
<tr>
<td><strong>Specialist databases</strong></td>
<td>34%</td>
<td>40%</td>
<td>29%</td>
</tr>
<tr>
<td><strong>Google or another search engine</strong></td>
<td>49%</td>
<td>61%</td>
<td>53%</td>
</tr>
<tr>
<td><strong>Wikipedia</strong></td>
<td>20%</td>
<td>28%</td>
<td>49%</td>
</tr>
<tr>
<td><strong>University Virtual Learning Environment/reading list</strong></td>
<td>35%</td>
<td>23%</td>
<td>25%</td>
</tr>
</tbody>
</table>
How do you typically go about discovering electronic resources such as ebooks, e-journals and images?

<table>
<thead>
<tr>
<th>Use Library Search</th>
<th>Undergraduate Year 1</th>
<th>Undergraduate Years 3/4/5</th>
<th>PhD – full-time</th>
<th>Professor</th>
<th>Teacher and researcher</th>
</tr>
</thead>
<tbody>
<tr>
<td>Always</td>
<td>52.5% (31)</td>
<td>39.7% (29)</td>
<td>33.3% (17)</td>
<td>7.4% (2)</td>
<td>18.4% (7)</td>
</tr>
<tr>
<td>Frequently</td>
<td>33.9% (20)</td>
<td>42.5% (31)</td>
<td>31.4% (16)</td>
<td>33.3% (9)</td>
<td>18.4% (7)</td>
</tr>
<tr>
<td>Sometimes</td>
<td>10.2% (6)</td>
<td>16.4% (12)</td>
<td>33.3% (17)</td>
<td>33.3% (9)</td>
<td>60.5% (23)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Ask Google or another web search engine</th>
<th>Always</th>
<th>Frequently</th>
<th>Sometimes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Always</td>
<td>61.0% (36)</td>
<td>58.9% (43)</td>
<td>54.9% (28)</td>
</tr>
<tr>
<td>Frequently</td>
<td>23.7% (14)</td>
<td>28.8% (21)</td>
<td>21.6% (11)</td>
</tr>
<tr>
<td>Sometimes</td>
<td>11.9% (7)</td>
<td>12.3% (9)</td>
<td>19.6% (10)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
% of undergraduates using Library Search regularly

- 1st years
- 2nd years
- 3rd years
% of undergraduates and postgraduates using Library Search regularly
Overall perception of Library Search
Figure 5.
Thinking about when you use Library Services, how unsure or confident do you feel about using...
Base: 1439

On-campus Library services? (e.g. borrowing books)
- Unsure: 12%
- Neither unsure nor confident: 10%
- Confident: 77%

Online Library services? (e.g. Library Search)
- Unsure: 14%
- Neither unsure nor confident: 8%
- Confident: 78%

Legend:
- Unsure
- Neither unsure nor confident
- Confident
- Not applicable
3 things you particularly like about Library Search

- Faceted navigation
- Indication of book location
- Book availability info
- Direct access to articles
- Range of items
- Book cover images
- Easy to locate specific item
- Highlighted search terms
3 things you would change in Library Search

Volume of results overwhelming
Everything filter
Author list not alphabetical
Subject search difficult
Visual design bland
Jumping between Search and Catalogue
Restrictive date range
The University of Manchester iLibrary Report
May 2014
David Ball, Helen Harrop, David Kay & Owen Stephens
for Sero Consulting

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3.3 - TECHNOLOGY ROADMAP
3.4 - PROJECTS
3.5 - PROJECT PRIORITIES AND POTENTIAL QUICK WINS

For further information please contact:
Ben Heiman
Research Director
AlterLine
0161 605 0661
ben.heiman@alterline.co.uk

Requested by:
Penny Hicks & Lisa Dannofsky
The University of Manchester Library
“If you search for something it’s mainly clutter it doesn’t get that specific search result which you actually need.”
**Results Boosting:**

- **Activate A/B testing for ranking**

**Fields Boosting:**

<table>
<thead>
<tr>
<th>Field</th>
<th>Boosting Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>in the title (title)</td>
<td>3.5</td>
</tr>
<tr>
<td>as author/creator (creator)</td>
<td>3.0</td>
</tr>
<tr>
<td>in subject (sub)</td>
<td>2.5</td>
</tr>
<tr>
<td>TOC (toc)</td>
<td>1.5</td>
</tr>
<tr>
<td>Description (desc)</td>
<td>1.5</td>
</tr>
<tr>
<td>ISBN (isbn)</td>
<td>1.0</td>
</tr>
<tr>
<td>Language (lang)</td>
<td>1.0</td>
</tr>
<tr>
<td>Additional Title (addtitle)</td>
<td>0.01</td>
</tr>
</tbody>
</table>

**Create New Field Boosting:**

- **Field Name**: anywhere in the rece

**Date Boosting:**

<table>
<thead>
<tr>
<th>Date</th>
<th>Boosting Level</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Create New Date Boosting:**

- **Date**: 2005  **Boosting Level**: 0.0

**Institution Boost:**

<table>
<thead>
<tr>
<th>Field</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boost for Institution</td>
<td>0.5</td>
</tr>
</tbody>
</table>
“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.”
### 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)

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

#### Collection
- ACLS Humanities E Books (2)
- SpringerLink Book Series (1)
- Dawsonera (1)

More options ▼
### Expand My Results

- Expand beyond library collections

### Show only

- Peer-reviewed Journals (36)
- 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)
<table>
<thead>
<tr>
<th>#</th>
<th>Title</th>
<th>Author(s)</th>
<th>Year</th>
<th>Edition</th>
<th>Publisher</th>
<th>Location</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Beyond the Welfare State</td>
<td>Rosanvallon, P.</td>
<td>1988</td>
<td></td>
<td></td>
<td></td>
<td>View all versions</td>
</tr>
<tr>
<td></td>
<td>Christopher Pierson</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Moving beyond walkability: On the potential of health geography</td>
<td>Andrews, Gavin J.; Hall, Edward; Evans, Bethan;</td>
<td></td>
<td></td>
<td>Social Science &amp; Medicine</td>
<td>Social Science &amp; Medicine [Peer Reviewed Journal]</td>
<td>View all versions</td>
</tr>
<tr>
<td></td>
<td>Collins, Rachel</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Beyond the Welfare State
Marsland, David ; Skidelsky, Robert
Full text available

Reforming the Welfare State: Recovery and Beyond in Sweden
Freeman, Richard B.; Birgitta Swedenborg, and Robert Tope, Eds.
Skedinger, Per
Full text available

Beyond the welfare state?: the new political economy of welfare / Christopher Pierson.
Christopher Pierson
Available at Main Library IDPM Muriel Stott Centre (360 P83)
2 Results for Everything

1. The Turner-Schechner Model of Performance as Social Drama: A Re-Ewe Halo
   Avorgbedor, Daniel
   Full text available

2. The Turner-Schechner Model of Performance as Social Drama: A Re-Ewe Halo
   Avorgbedor, Daniel Kodzo
   The term putting down is also exemplified
   Full text available
The Turner-Schechner Model of Performance as Social Drama: A Re-Examination in the Light of Anlo-Ewe Halo

Avorgbedor, Daniel Kodzo

Full text available
Hamlet
Stijfhoorn, G.
Full text available

Electronic resource

Title: Hamlet
Author/creator: Stijfhoorn, G.
Identifier: ISSN: 0028-2677 ; E-ISSN: 1572-8668 ; DOI: 10.1007/BF01521715
Language: French

Source: Springer Science & Business Media B.V.
Title: Hamlet
Author/creator: Stijfhoorn, G.
Identifier: ISSN: 00282677 ; E-ISSN: 15728668 ; DOI: 10.1007/BF01521687
Language: French
Source: ScienceDirect (Elsevier B.V.) Scopus
Great British landmark

The John Rylands Library has made it onto a list of Great British landmarks, published by Visit England.

A panel of experts have spent weeks trawling through over 800 submissions to select the top 101 things to do before you go abroad, in time for English Tourism Week.

Renowned for its Gothic architecture and inspirational collections, the famous building's achievement was revealed on St George's Day alongside 100 other UK attractions.

Find out more »

Search resources

- Library Search
- Library catalogue
- Manchester eScholar
- Images (LUNA)
- Archives (BILS GAR)
- Electronic journals A to Z
- Databases A to Z
- Resource lists (Link2Lists)
- Guide to Special Collections
- Maps and Atlases

More searches »

Our services...

- How to use the library
- Who can use the library?
- New students
- Membership
- Borrowing
- Accessibility
- Vacantion access
- More how to use the library »

Services we provide

- Open Access at Manchester
- Document Supply and Inter-Library Loans
- Group study rooms
- High Demand
- Centre for Heritage Imaging and Collection Care
- Bindery@TheLibrary
- Digitisation activities and services
- Services for business
- Services for alumni
- More services we provide »

Locations and opening hours...

The John Rylands Library

Built in the 1890s, The John Rylands Library is widely regarded as one of the most beautiful libraries in the world; both the building and its collections are of outstanding international significance.

Opening hours for visitors »

Exhibitions

- Tony Dyson: a hidden history of gay rights campaigning
  1 February to 30 June
- Burning Bright
  6 February to 23 June
- More exhibitions »

Events and tours »

Special Collections

The John Rylands Library is not just a magnificent building - it is also a working academic library where
Ebooks on demand

Immediate access to thousands of ebooks - New ebooks added!

An extra 500 titles have now been added to Library Search.

Find out more »

Library Search

Search everything Library catalogue only

Search Advanced Search

Login first for the best results »

Our resources

- Manchester eScholar
- Images (LUNA)
- Archives (ELGAR)
- Electronic journals A to Z
- Databases A to Z
- Newspapers
- Resource lists (Link2Lists)
- Guide to Special Collections
- Map collection

More resources »

Our services....

How to use the Library

- Who can use the Library?
- Membership
- Borrowing
- Disabled customers
- Vacation access

More how to use the Library »

Locations and opening hours...

The John Rylands Library

Built in the 1890s, The John Rylands Library is widely regarded as one of the most beautiful libraries in the world; both the building and its collections are of outstanding international significance.

Opening hours for visitors »

Exhibitions

Aftermath: 100 years of creativity from conflict

Friday, 7 February until Sunday, 29 June

Library news...
“students perceive there to be errors in the Library catalogue”

“Poor metadata can result in confusion around the results being presented”
“Work with Ex Libris and the Primo community to look at how the overall quality of Primo Central metadata might be improved” – Sero Consulting
“It’s happened to me before that I’ve had a book out in the past that I want to get out again and I know full well the book is in the library but I can’t find it on the search”

“a couple of weeks ago I had a whole list of books and I only found two, but today I found all of them.”
Results 1 - 10 of 2,176,471 for Search everything

1. **NHS cancer care in England and Wales / Commission for Health Improvement, Audit Commission.**
   - Commission for Health Improvement.; Audit Commission for Local Authorities and the National Health Service in England and Wales.
   - Online access available. The library also has physical copies.

2. **The principles of nonlinear optics / Y. R. Shen.**
   - Y. R. Shen
   - Online access available. The library also has physical copies.

3. **The Kennedy Imprisonment : a meditation on power / Garry Wills.**
   - Garry Wills
   - Online access available. The library also has physical copies.

4. **Terrorists, victims and society : psychological perspectives on terrorism and its consequences / edited by Andrew Silke.**
Putting in place support
Can't find what you are looking for?

Library Search Live Chat

Type here to chat. Press ENTER to send.
Successful searching

This hands-on session highlights and demonstrates strategies and techniques that can be used to both make your literature search more efficient and to improve the relevance of your results.

The session will illustrate some practical steps you can take in formulating a logical and efficient search strategy. It will also explore ways in which you can refine your results to improve relevance.
Knowing where to look:
Introducing your search toolkit
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
Seven iLibrary principles

- Device agnostic
- Location agnostic
- Discoverable from external interfaces
- An engaging and personalised My Account
- Support for crowd sourcing
- Seamless integration between electronic and print
- Communicate at all times
Local Government Reorganization and the Development of the Welfare State 1985
Kjellberg, Francesco
Journal Article Full Text Online

Deeming, Christopher
Journal Article Full Text Online

Social Movements, Voluntary Associations and the Development of the Welfare State in Finland 1994
Sisidinen, Matti
Journal Article Full Text Online

The role of business in the development of the welfare state and labor markets in Germany ... 2012.
Pistor, Thomas, 1975-Book

The role of business in the development of the welfare state and labor markets in Germany... 2012.
Pistor, Thomas, 1975-eBook

The development of the welfare state in the Western world c1995.
Katsir, Thomas.
Book

See all 2,149 book results
Thank you!

andy.land@manchester.ac.uk
linkedin.com/in/andyjland
@andyjland