Student Perspective on Primo: Using Focus Groups to Gather Data

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IGELU
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CAL STATE EAST BAY

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Photo credit:
Facilities Development & Operations,
CSU East Bay

About our Campus

- 13,942 student FTE
  - 32.6% Latinx, 21.8% Asian American, 16% White, 9.8% African American, 4.9% Multi-racial, 14.9% other
  - **57.2% First generation**
  - **45.2% Pell grant recipients**
  - 61.4% female, 38.6% male
  - 85% undergraduate, 15% graduate students
  - 8.4% international students
  - Commuter campus - 10.6% live on campus
- *US News & World Report*: Ranked no. 1 for ethnic diversity in regional universities of the West in 2018

About the Library

12 Tenured/Tenure Track Library Faculty

Collections

- 676,780 physical items
- 849,300 digital items
- 428 Laptops (40 are chromebooks)
- 23 Graphing calculators
- 700+ Popular Reading titles
- Will start circulating about 50 games soon

Broad Themes Identified in the Literature

- EDI and its connection to Library Services
- User Experience in Discovery Systems
- User Experience in Primo

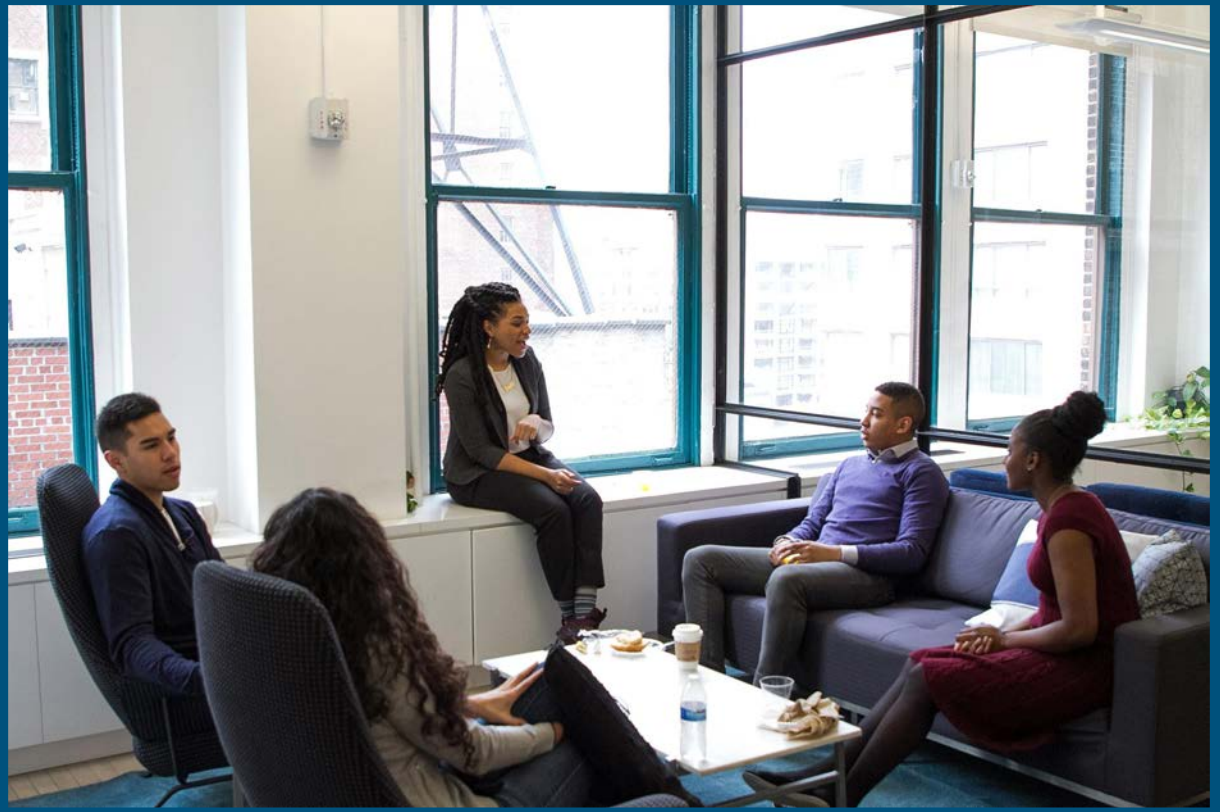


Photo Credit: The Jopwell Collection

EDI and Library Services

Photo Credit: #wocintechchat

Equity in terms of Library Services

Not always found in scholarly literature

Equity in terms of Library Services

Word Choice Matters

Equity in terms of Library Services

Alternative Services - such as for Commuter students

UX in Discovery

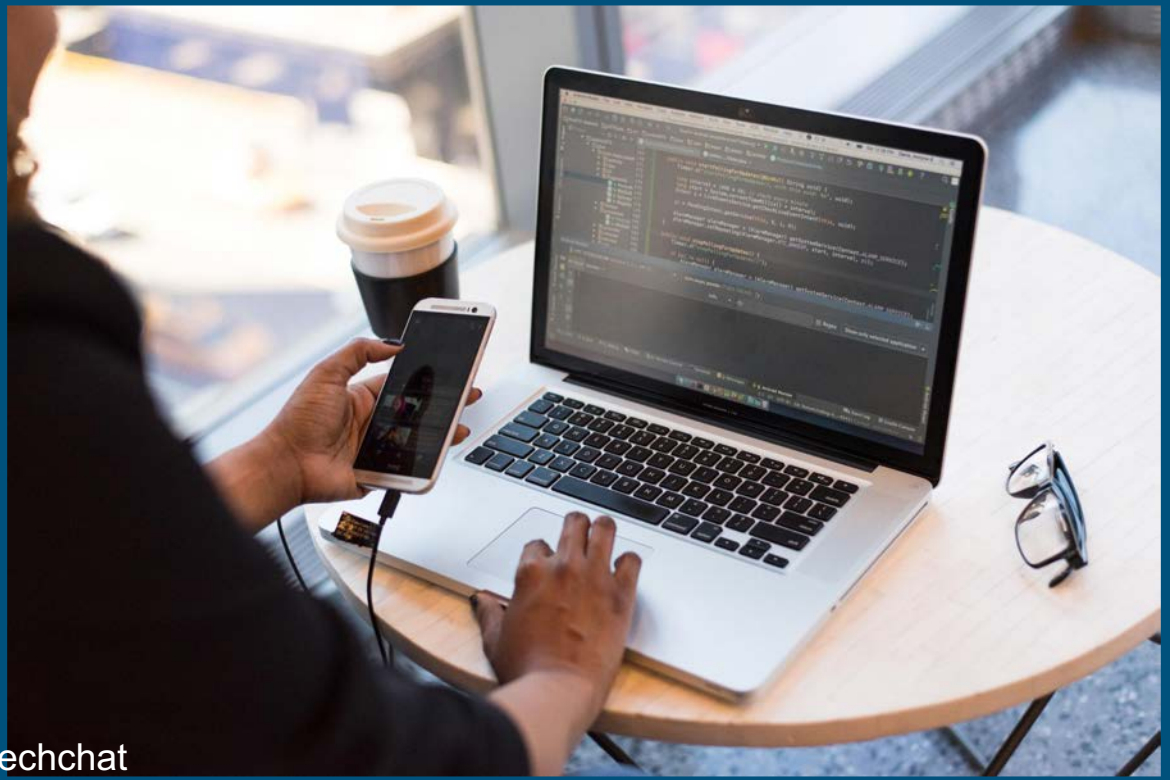


Photo Credit: #wocintechchat

UX in Discovery

Methodologies for gathering data

UX in Discovery

Findings and Outcomes

UX in Primo

Photo Credit: #wocintechchat

UX in Primo

New vs Classic Primo UI

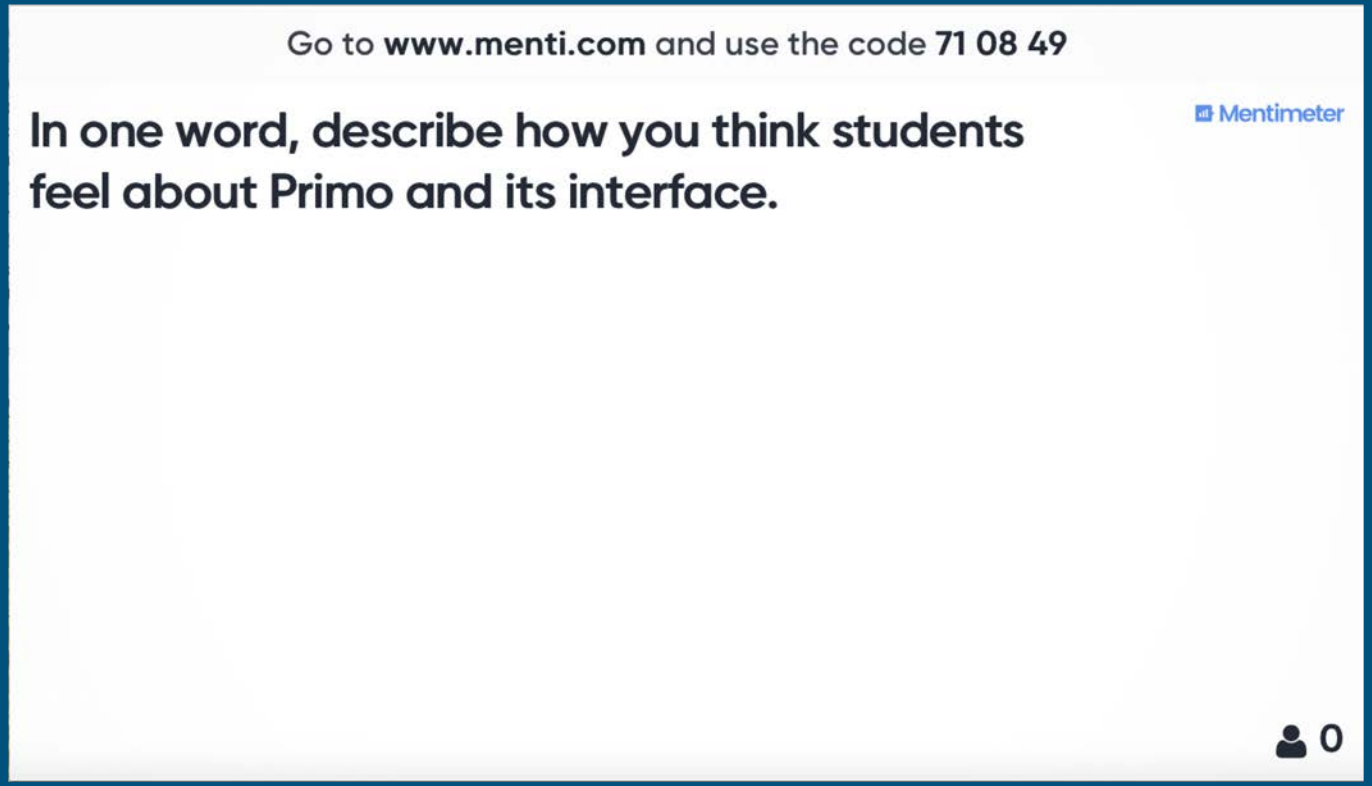
UX in Primo

Filtering vs Faceting

UX in Primo

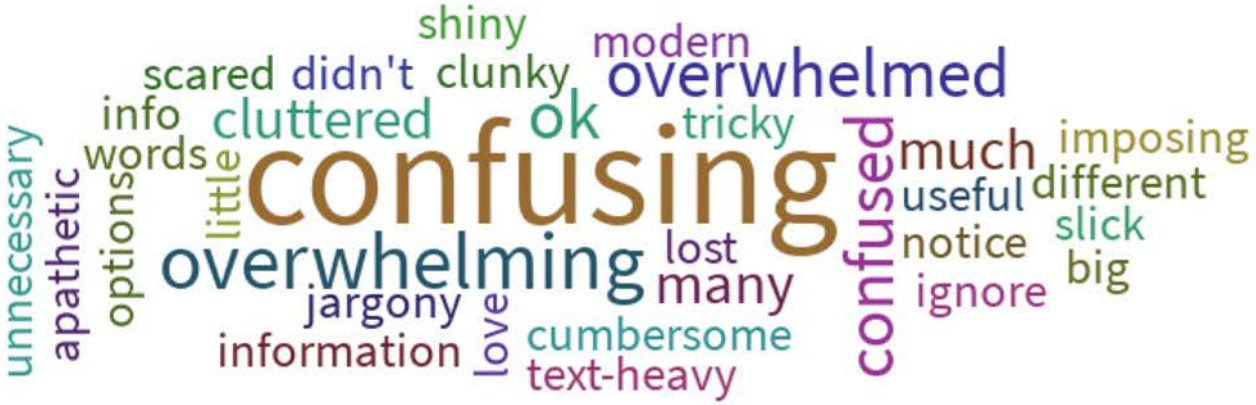
Popular and Zero Results Queries

What about you?



Poll is full and no longer accepting responses

In one or two words, describe how you think students feel about Primo and its interface.



Poll Everywhere

Respond at PollEv.com/andrewcarlos213

Text **ANDREWCARLOS213** to **37607** once to join, then text your message

In one or two words, describe how you think students feel about Primo and its interface.

Discussion about assumptions about students needs/feelings about interfaces

Focus Groups - February

Photo Credit: The Jopwell Intern Collection

Methods

- Received IRB Approval
- Held two 60-minute, in-person focus groups on February 27 with a total of 7 students
- Students were recruited by email
- Each signed a consent form to participate

Methods

- Each focus group had a facilitator and recorder
- They were audio recorded and subsequently transcribed by a professional transcription service
- Participants were provided pizza during the focus group
- Participants received a portable battery pack

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UNIVERSITY LIBRARIES

New Library Search | Look for a specific journal article | Subject Guides | Databases A-Z | Journal Search | ...

climate change

CSUEB Collections

Including "*climatic changes*". Just search *climate change*

PAGE 1 *2,485,667 Results* Personalize

Show Results for

All CSU+ Collections

Refine my results

Expand My Results

Sort by Relevance

Available at CSUEB

- Full-text online *(2,484,500)*
- Peer-reviewed Journals *(1,200,425)*
- Available in the Library *(1,273)*
- Open Access

Resource Type

- Articles *(1,191,796)*
- Newspaper Articles *(750,971)*
- Reviews *(45,847)*
- Text Resources *(38,732)*
- Conference Proceedings *(19,490)*

Show More

1 REFERENCE ENTRY
Climate Change
Lerner, K. Lee
The Gale Encyclopedia of Science
Full text available

2
BOOK
Climate change
©2008
Available at Main Circulation Reference Stacks (QC981.8.C5 C5114123 2008)
Online access

3 ARTICLE / multiple sources exist. see all
Placing Climate Change
Dixon, Deborah
Science, December 6, 2013, Vol.342(6163), pp.1171-1172
PEER REVIEWED
Full text available

4 ARTICLE / multiple sources exist. see all
Climate Change, Viscerally
Chip, Gilbert

ARTICLE / multiple sources exist. see all

Placing Climate Change

Dixon, Deborah

Science, December 6, 2013, Vol.342(6163), pp.1171-1172

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LINKS

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Sign in to make requests and save records Sign in

Item available at: American Association for the Advancement of Science (AAAS)
Available from 1997.

Item available at: View Item

Details

Title	Placing Climate Change
Author	Dixon, Deborah
Subjects	Climate Change

Show Results for
All CSU+ Collections
Refine my results
Expand My Results
Sort by Relevance
Available at CSUEB
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Resource Type
Articles (1,191,796)
Newspaper Articles (750,971)
Reviews (45,847)
Text Resources (38,732)
Conference Proceedings (19,490)
Show More

Focus Group Questions

- Please explain your experience with the library search interface. Highlight when and why you have used it
- What features of our search interface do you find frustrating and/or confusing?
- What features do you find useful?

Focus Group Questions

- When using our search interface, how have you been surprised by the results?
- Is there anything about the interface that makes you avoid using it or prefer not to use it?
- Based on your experience or what you've heard today, what changes can we implement to improve your experience?

Findings

The Good

- Students did not find Primo as difficult as we assumed!
- They found it easy and convenient to search
- They liked the search interface
- They generally found useful items

Findings

What Needs Improvement

- Display record organization
- Didn’t like the yellow sign-in bar above holdings
- Details area is hard to read (needs some line separators)
- Hyperlink the author name and journal at the top of display
- Relevancy ranking of results can be unexpected

Focus Groups - July

Photo Credit: #wocintechchat

Methods

- Received IRB Approval
- Held two 60-minute focus groups in July. 1 in-person & 1 on Zoom with a total of 5
- Recruited by email, flyers, outreach to faculty teaching in the summer
- In-person: signed a consent form. Online: they read the consent form in a “waiting room”, and then were verbally asked to consent

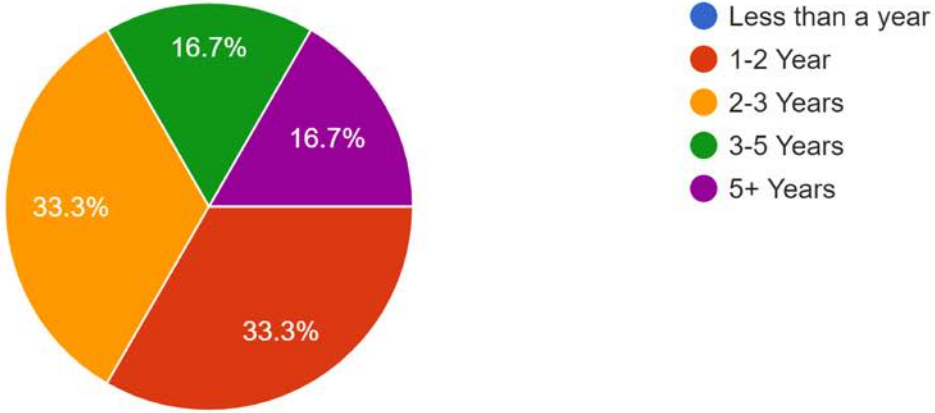
Methods

- Each focus group had a facilitator and recorder
- The Zoom session was recorded & the recorder took detailed notes of the in-person session
- Participants received a portable battery pack

Pre-Focus Group Survey

How long have you been at CSU East Bay

6 responses



Pre-Focus Group Survey

- 50% First Generation students
- 50% Heavy OneSearch users

Focus Group Questions

- Do you prefer searching Google over the Library search interface?
- What Google features should a library search interface borrow?
- What features of our search interface do you find frustrating and/or confusing?

Focus Group Questions

- What features do you find useful?
- Is there anything about the interface that makes you avoid using it or prefer not to use it?
- Based on your experience or what you've heard today, what changes can we implement to improve your experience?

Methodology Findings for Zoom Session

Challenges

- Need to be an assertive facilitator
- Tricky getting consent (IRB requirement)
- Background noise of participants was distracting & would make professional transcription cost prohibitive

Methodology Findings

The Good

- Overall Zoom worked well for focus groups
- Great way to get feedback from distance students
- Can record within Zoom!

Findings

The Good

- OneSearch useful for finding peer reviewed articles
- Generate citations
- Full text facet & all the facets!
- Ability to export to Zotero
- Pin & email items
- Modern looking

Findings

What Needs Improvement

Be like Google:

- OneSearch is more complicated to search than Google or Google Scholar
- Include “cited by” like Google Scholar
- Autocorrect typos
- Can be slow to load
- If you sign-in after doing a search, it can wipe out your search/search result

Findings

What Needs Improvement

Personalization:

- You have to sign-in to save your search or for your pinned items to be saved, but you are not prompted to sign-in to do these actions
- Hard to remember all the things you did to get your results, so cannot recreate it later
- Be able to personalize search defaults if you are logged in

Findings

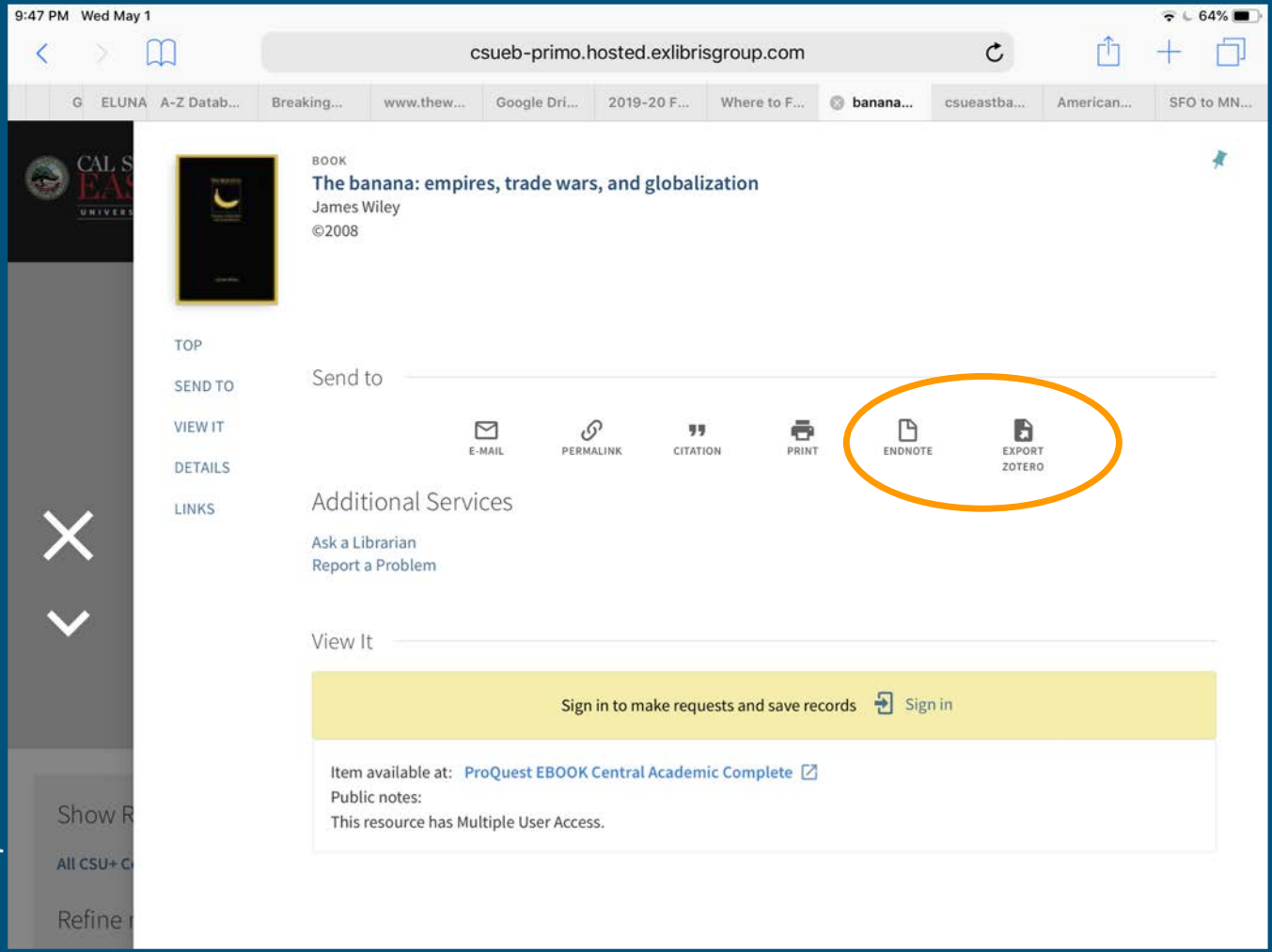
What Needs Improvement

Miscellaneous UX Issues:

- More clicks than previous catalog, and no bread crumb trail to get back
- Filters get erased when modifying search
- Facets (left sidebar) and Material types (Adv search) give different results.

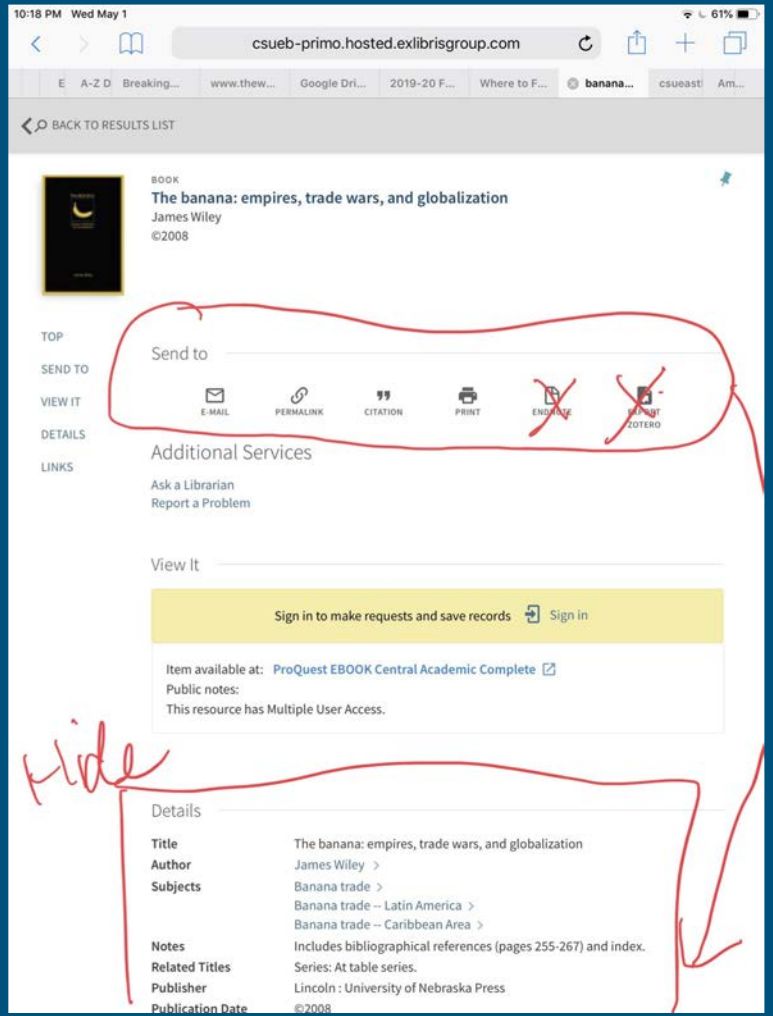
Labels need to clearly indicate function

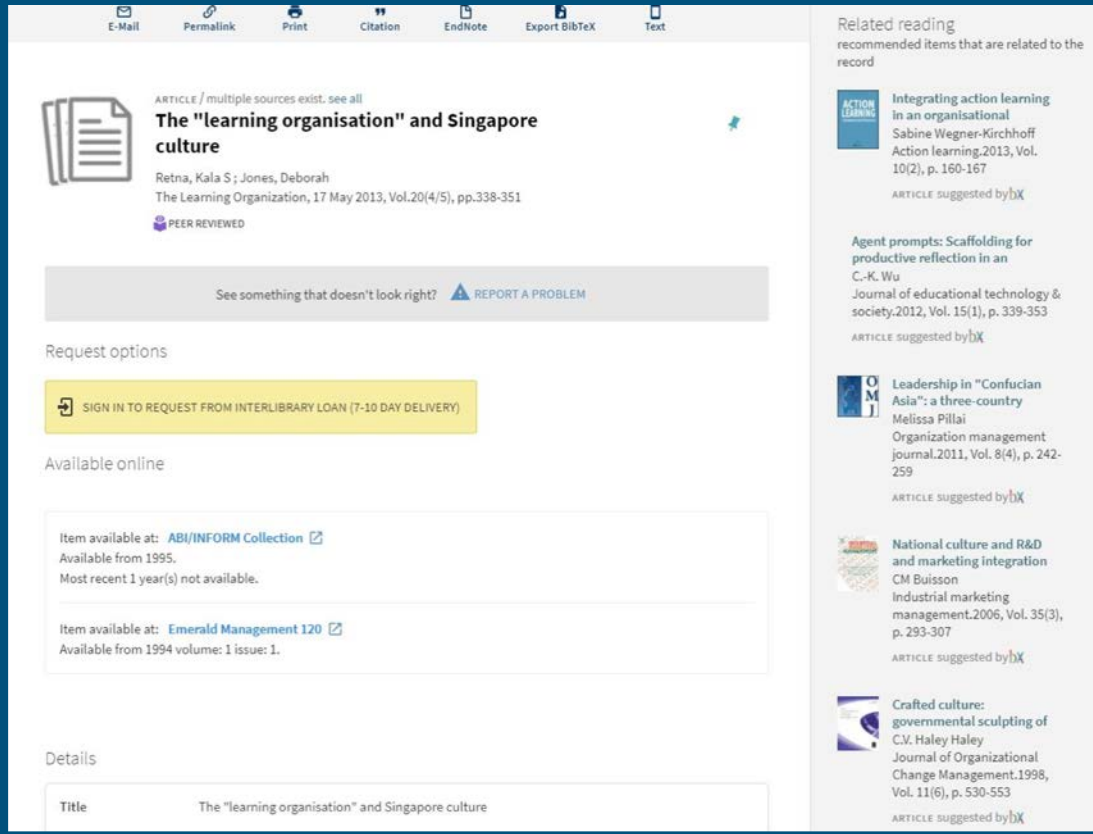
Confusing Items on Display Record



Students prefer a more functional layout

Updating the layout for the Display Record





Sandbox screenshot - revising in process!

Signed-In functions need to be more obvious

Next Steps

- Make changes based on focus group feedback:
  - Reorganize display record
  - Rename some labels
- Follow-up with focus group participants
  - Zero responses
- Conduct additional focus groups

Next Steps, continued

- Submit enhancement requests/idea exchange for changes that we are unable to implement.
- Third related project - Campus-wide Survey on the Sandbox changes

Now it’s your turn

Share your experiences with:

Primo User Testing

Diversity, Equity and Inclusion

Focus Groups

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