

Student Perspective on Primo: Using Focus Groups to Gather Data

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IGELU
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-



CAL STATE
EAST BAY

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?

Go to www.menti.com and use the code 71 08 49

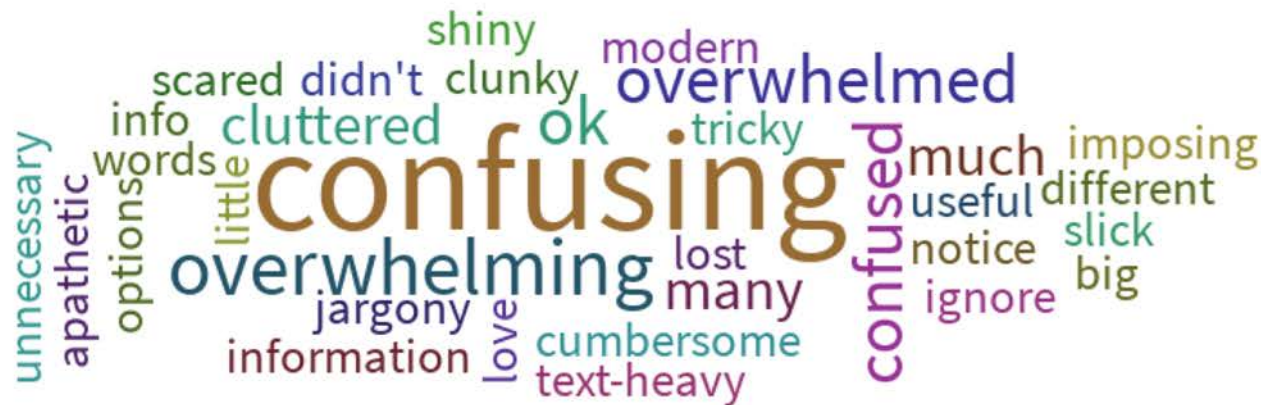
In one word, describe how you think students feel about Primo and its interface.

 Mentimeter

 0

i Poll is full and no longer accepting responses

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



Respond at [FOREV.COM/ANDREWCARLOS213](https://www.forev.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.



A word cloud representing student feedback on the Primo interface. The words are arranged in a cluster, with 'confusing' being the largest and most central word in a dark red color. Other prominent words include 'complicated' in purple, 'intimidating' in green, 'annoyed' in yellow-green, and 'dont-care' in blue. Smaller words include 'groovy', 'it's', 'ok', 'okay', 'painful', 'abstract', 'great-miserable', '#whatdawhat', and 'needs-improvement'.

intimidating
complicated
annoyed
dont-care
groovy
it's
ok
okay
painful
abstract
great-miserable
#whatdawhat
needs-improvement
confusing

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



climate change



CSUEB Collections ▾

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

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

PAGE 1 2,485,667 Results Personalize

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

Chin, Gilbert



Show Results for

All CSU+ Collections

Refine my results

☐ Expand My Results

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Available at CSUEB ▲

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Show More



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ENDNOTE



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ZOTERO

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Report a Problem

View It

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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 >

Climate Change >

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

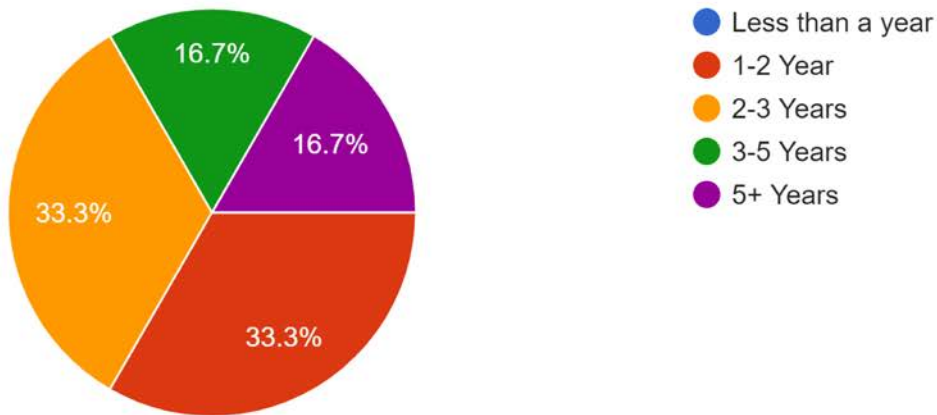
Methods

- 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

9:47 PM Wed May 1

csueb-primo.hosted.exlibrisgroup.com

G ELUNA A-Z Datab... Breaking... www.thew... Google Dri... 2019-20 F... Where to F... banana... csueastba... American... SFO to MN...



BOOK
The banana: empires, trade wars, and globalization
James Wiley
©2008

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DETAILS
LINKS

Send to

E-MAIL PERMALINK CITATION PRINT **ENDNOTE EXPORT ZOTERO**

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Sign in to make requests and save records [Sign in](#)

Item available at: [ProQuest EBOOK Central Academic Complete](#) [↗](#)
Public notes:
This resource has Multiple User Access.

Students prefer a
more functional
layout


Updating the layout for the Display Record

10:18 PM Wed May 1

csueb-primo.hosted.exlibrisgroup.com

E A-Z D Breaking... www.thew... Google Dri... 2019-20 F... Where to F... banana... csueast! Am...

BACK TO RESULTS LIST

 **BOOK**
The banana: empires, trade wars, and globalization
James Wiley
©2008

TOP
SEND TO
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DETAILS
LINKS


Send to


E-MAIL PERMALINK CITATION PRINT ~~ENDNOTE~~ ~~ZOTERO~~

Additional Services

Ask a Librarian
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View It

Sign in to make requests and save records  Sign in

Item available at: [ProQuest EBOOK Central Academic Complete](#) 


Public notes:
This resource has Multiple User Access.

hide

Details

Title	The banana: empires, trade wars, and globalization
Author	James Wiley >
Subjects	Banana trade > Banana trade -- Latin America > Banana trade -- Caribbean Area >
Notes	Includes bibliographical references (pages 255-267) and index.
Related Titles	Series: At table series.
Publisher	Lincoln : University of Nebraska Press
Publication Date	©2008

E-Mail
Permalink
Print
Citation
EndNote
Export BibTeX
Text





ARTICLE / multiple sources exist, see all

The "learning organisation" and Singapore culture


Retna, Kala S ; Jones, Deborah

The Learning Organization, 17 May 2013, Vol.20(4/5), pp.338-351


 PEER REVIEWED

See something that doesn't look right?  REPORT A PROBLEM

Request options


 SIGN IN TO REQUEST FROM INTERLIBRARY LOAN (7-10 DAY DELIVERY)

Available online

Item available at: [ABI/INFORM Collection](#) 

Available from 1995.

Most recent 1 year(s) not available.

Item available at: [Emerald Management 120](#) 


Available from 1994 volume: 1 issue: 1.


Details


Title	The "learning organisation" and Singapore culture
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Related reading


recommended items that are related to the record





Integrating action learning in an organisational
Sabine Wegner-Kirchhoff
Action learning.2013, Vol. 10(2), p. 160-167
ARTICLE suggested by 


Agent prompts: Scaffolding for productive reflection in an
C.-K. Wu
Journal of educational technology & society.2012, Vol. 15(1), p. 339-353
ARTICLE suggested by 




Leadership in "Confucian Asia": a three-country
Melissa Pillai
Organization management journal.2011, Vol. 8(4), p. 242-259
ARTICLE suggested by 



National culture and R&D and marketing integration
CM Buisson
Industrial marketing management.2006, Vol. 35(3), p. 293-307
ARTICLE suggested by 



Crafted culture: governmental sculpting of
C.V. Haley Haley
Journal of Organizational Change Management.1998, Vol. 11(6), p. 530-553
ARTICLE suggested by 

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