

UNDERSTANDING YOUR NEEDS: UPCOMING ASSESSMENT ACTIVITIES

Agnes Tatarka, Assessment Director

Assessment plan - FY 2010

- Survey
- Website redesign
- Personas

Assessment plan - FY 2010

Survey

- LibQUAL+ (2005 and 2007)
 - Pros: well-tested survey instrument, benchmark with others, track change from previous results
 - Cons: users found it confusing, high drop-out rate, results difficult to analyze and act on
- FY2010 survey
 - Provide feedback on frequency of use of spaces and services; gauge importance of services and sources, gauge impact.
 - Create an instrument that will provide more understandable and actionable data.
 - Provide more opportunity for open-ended comments.
 - Provide a mechanism to solicit feedback on possible new services and opinions about what should be the Library's top priority.
- **SHORT TERM:** survey graduate students week 5 of Winter Quarter (Feb 2)
- **LONG TERM:** Get feedback annually by targeting graduate students, undergrads, and faculty on rotating basis

Assessment plan - FY 2010

Website re-development

- ▣ Identified as a strategic priority
 - *Designing a virtual Library presence that promotes our contributions to and support of research, teaching, and learning needs*
- ▣ Builds on the information we have about user behavior gained in previous studies
- ▣ Assessment will be a crucial part of the process: from determining users' needs to testing prototypes
- ▣ **SHORT TERM:** Working with the website task group, develop an assessment plan for this project.
- ▣ **LONG TERM:** Embed assessment into the process of managing and improving the Library's web presence.

Assessment plan - FY 2010

Personas (user profiles)

- ▣ Used by corporations (Microsoft), Universities (UofC), and other University Libraries (Cornell, Johns Hopkins) as part of their user-centered design strategy
- ▣ Books, articles, case studies, websites, workshops on using personas
- ▣ Goal of personas
 - Ensure that interfaces are designed to meet users needs
 - Provide a shared basis for communication
 - Identify who is / who is not being designed for
- ▣ Developing personas
 - Quantitative data can help identify attributes that characterize your population
 - Qualitative data helps understand what motivates and drives user behavior and understand how users are alike/different

Assessment plan - FY 2010

Personas

- **SHORT TERM:** Working with a provisional set of 6 personas based on their research behaviors and habits, the Assessment Project Team will interview 6 graduate students, 3 college students, and 3 faculty to validate and refine the profiles.
- **LONG TERM:** use personas to help identify user needs, prioritize features, create testing scenarios, target recruitment efforts



Joan
Data Cruncher

"The library has been an integral part of my research; I use their website and resources daily."

Joan is a physicist who makes heavy use of data from subscription and classified sources. She also has robust methods for organizing and managing the information that she uses. To support this organization, she relies on seamless exporting from the discovery systems she uses to RefWorks, email, RSS, and other options.

Role
Physicist, Applied Physics
Laboratory

Work Environment
Office

Frequently Used Technologies
Windows Vista PC
SharePoint
RefWorks
RSS

Starting Points
Library tools
Subscription resources

Methods
Alerts
Exporting options
Library website as entry point
Subject-specific databases
Wikipedia
Bibliographic management tools

Feelings
Confident
Self-sufficient

Frustrations
Lack of fulltext online

Strategies and Habits
Joan works with a team studying acoustical physics and is constantly searching for useful data and known physics information to support the research. She does her research online, using Internet Explorer. She uses the library's website to link to resources and will often search INSPEC, ScienceDirect, Science Citation Index, and other subject-specific websites, databases, and e-journals. The library's website is a key component of her research, and she generally feels confident about her search skills and rarely requires assistance.

She relies on the recommendations and reviews from colleagues and scientists on some websites and databases to determine if the information is relevant and useful. She also searches for classified and government-funded information that is important for her work. She prefers researching and reading on the computer and gets frustrated when information isn't available online.

Joan also occasionally searches for information for herself—typically, background information on concepts related to her research and personal scientific interests. Searching Wikipedia usually suffices and provides the basic, quick information she needs.

Organization and Sharing
The information she finds for herself is stored and organized in files on her PC desktop. When Joan finds information that is useful for the team, she either emails it to her colleagues or posts it online on the team's SharePoint site. Later, when the team writes reports for the sponsor of the work or papers to publish in scholarly journals, they use RefWorks, a bibliographic management software, because of the ability to take notes and create bibliographies.

When she isn't actively searching for information, she prefers to have recently published research pertaining to her work and interests sent to her via email or RSS alerts.

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mission: supporting research, teaching and learning

