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Quest for Continuous Improvement: Gathering Feedback and Data through Multiple Methods to Evaluate and Improve a Library's Discovery Tool

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Quest for Continuous Improvement: Gathering Feedback and Data through Multiple Methods to Evaluate and Improve a Library's Discovery Tool

--Jeanne Brown, Head of Assessment

Summon at UNLV

- Implemented fall 2011: a web-scale discovery tool
- Expectations for Summon
- Continuous Summon Improvement (CSI) Group

The environment

- User changes
- Library changes
- Vendor changes
- Product changes
- Complex information environment
- Change + complexity = need to assess using multiple streams of feedback

Quantitative Methods

- Availability studies
- Data analysis

Qualitative Methods

- Surveys
 - Staff
 - user
- Usability testing
 - Navigation
 - Scenario-based
- Heuristics

Assessment goals

- identify specific performance problems
- highlight strengths and weaknesses of functionality
- gain insight into how users search using Summon
- judge patron and staff perspectives on the product overall and identify specific aspects seen as valuable by users and staff
- begin to judge the impact of the discovery tool on the use of library resources and services
- gauge use and performance over time

Triangulation – Example 1

Using multiple methods to identify specific performance problems.

- Quantitative: availability tests
- Qualitative: feedback forms, usability, heuristics, staff feedback

Triangulation – Example 2

Using multiple methods to explore effectiveness of relevance functionality.

- Quantitative: log analysis of use of facets to limit results
- Qualitative: training feedback, usability

Triangulation – Example 3

Using multiple methods to judge patron and staff perspectives on the product overall and identify specific aspects seen as valuable by users and staff.

- Quantitative: log analysis
- Qualitative: scenario-based usability, staff and user surveys

Triangulation – Example 4

Using multiple methods to begin to judge the impact of the discovery tool on the use of library resources and services.

- Quantitative: Vendor data on product full text views, link resolver clickthroughs, Google Analytics data on source of referrals to library-created content, ILL cancellation analysis
- Qualitative: feedback, usability (future)

Synthesis and plan for year two

Expectation 1: that Summon would result in increase in use of library resources.

**proof pending

Benchmark

Continue year one assessment with use data

Expand examination with qualitative methods

Synthesis and plan for year two

Expectation 2: that Summon would be easy to use

**found

Spot check

Test changes in product for ease of use

Synthesis and plan for year two

Expectation 3: that Summon would produce relevant results

**mixed

Monitor use of facets

Assess user training for improvements in effective searching

Survey for student perception of relevance

Conclusion

- Value of multiple streams of feedback: Robust basis on which to evaluate and plan
 - Confirm
 - Challenge
 - Compliment

Questions?