Putting it All Together:
using data for web design decisions

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Presentation URL:
http://tinyurl.com/jbchapf
Hello!

We are Scott, Michael, & Will

We work at Bethel and do reference.
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   m-mitchell@bethel.edu
   w-keillor@bethel.edu
1. What data sources do you/could you have?

2. How are they useful?

3. How do they complement each other when making design decisions?
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LibGuides Analytics
Followers & Likes
Research Studies
User Testing
OPAC/Discovery usage
Chat transaction Logs
Surveys
Google Analytics
DATA!!

LibGuides Analytics
OPAC/Discovery usage
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Research Studies
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User Testing
What questions do you have that data can help you answer?
- or -
What goals do you have that data can help you measure?
What can you actually change?
Other factors: Relationships

Library

Communications / Web Services

Users

Central IT
Data tools

What’s in your arsenal and what’s it good for?
<table>
<thead>
<tr>
<th>Feature</th>
<th>User Testing</th>
<th>Google Analytics</th>
<th>Click Tracker</th>
<th>Vendor Data</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cost</td>
<td>●</td>
<td>●</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Customization</td>
<td>●</td>
<td>●</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Visualizations</td>
<td>○</td>
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<tr>
<td>Cross-domain support</td>
<td>●</td>
<td>●</td>
<td>○</td>
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</tr>
<tr>
<td>Ease of use</td>
<td>●</td>
<td>○</td>
<td>○</td>
<td>●</td>
</tr>
<tr>
<td>Setup difficulty (e.g., script installation, etc.)</td>
<td>●</td>
<td>○</td>
<td>○</td>
<td>●</td>
</tr>
</tbody>
</table>

- **Better**: ●
- **Mixed**: ○
- **Worse -or- not supported**: ○

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- User Testing
- Google Analytics
- Click Tracker
- Vendor Data
<table>
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<tr>
<td>Easy to use</td>
<td>●</td>
</tr>
<tr>
<td>Requires installing scripts on pages</td>
<td>○</td>
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</tbody>
</table>
Set Up

- Test multiple options
- Careful questions and scenarios
- Video if possible
- Small samples
- Use feedback, iterative approach
- Communicate feedback to stakeholders
Why User Test?

Can, not will, people do what you hope they will do?  
E.g. can users find where to search for a video?

How will users think about your content?  
E.g. do they think journals mean articles?
Case Study: Homepage

Round 1

3 versions

Variables

Options on book search

Order/wording of the sections in articles tab
Search across multiple databases

Find database by subject

Best Bets: -select subject-

Find a database by name

A B C D E F G H I J K L M N O P Q R S T
U V W X Y Z # All
Case Study: Homepage

How did it go?

Little difference in variables
Tabs required coaching to complete test
Round 2
Tabs
vs
single-page w/buttons
vs
single-page w/links
Results
Big difference between tabs vs. single-page
Little diff. between single-page options

Take-aways
A lot of design is still up to you
User testing is not small-bore
Give away control of “hypothesis”
How Could User Testing Be Helpful

Case Study: FAQ and Chat
Problem: Low Use
Questions:
  How does our current design affect usability?
  Do people see this part of page?
  What paths are people taking to get there?
  Why are some FAQs more successful?
Search Libraries Worldwide

- Search (nearly) all library catalogs using WorldCat.
- Some libraries will not lend out their video material, but it is always worth a try.
- Faculty can use the request video form, which lets you specify when you need to show it in class.

Frequently Asked Questions

Does Bethel have a streaming video service?

How many DVDs can I check out at one time?
Contact Us

Start a chat. We're here to help.

Name (blank=anonymous)

Your Question

Start Chat
What scenarios/questions uncover realistic interactions?

Try to stump someone?
Ask user to imagine needing help?
“Look at this page; tell me what you see?”
“Please find FAQ’s and chat?”
Case Study: FAQ/Chat

Iterative Sampling
Use feedback from small samples
Test the test
Saturation?
## Click trackers: Crazy Egg

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Click trackers: Crazy Egg

Good for:
- Tracking interaction with specific pages (clicks & scrolling)
- Visualizing data
## Click trackers: Crazy Egg

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Click trackers: Crazy Egg

Currently using it for:
Tracking LibAnswers on library homepage
  Do people scroll down far enough to see “Help”?
  Are LibAnswers getting clicked on?
22 clicks (out of 34,691)
Click trackers: Crazy Egg

Potential future use:

- Tracking LibAnwsers embedded in pages
# Google Analytics

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Google Analytics: why use it?

Helps Establish:
1. What does normal site usage look like?
Example data points:
- pageviews
- landing pages
- exit pages
- mobile vs. pc traffic
- new vs. returning users
- location of users
- referral pages
Google Analytics: why use it?

**Helps Establish:**

1. What does normal site usage look like?

2. How does traffic flow through your site?
   
   *i.e., do people actually get places the way you anticipated?*

3. Are specific goals being reached?
   
   *i.e. are users reaching ___ page in 3 or fewer clicks?*
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Google Analytics - Cross-domain tracking

Our “blob”:

- LibGuides
- LibAnswers
- Summon
- Bethel site
# Google Analytics

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Google Analytics

Currently using it for:
- Deciding where some new content will live
- St. Paul vs. San Diego behavior
- Assessing LibAnswers usage?
<table>
<thead>
<tr>
<th>Page</th>
<th>Pageviews</th>
<th>Unique Pageviews</th>
<th>Avg. Time on Page</th>
<th>Entrances</th>
<th>Bounce Rate</th>
<th>% Exit</th>
<th>Page Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>bethel.libanswers.com/</td>
<td>81</td>
<td>67</td>
<td>0:00:00:38</td>
<td>35</td>
<td>74.25%</td>
<td>37.04%</td>
<td>$0.00</td>
</tr>
<tr>
<td>bethel.libanswers.com/</td>
<td>11</td>
<td>8</td>
<td>0:00:00:09</td>
<td>3</td>
<td>33.33%</td>
<td>18.18%</td>
<td>$0.00</td>
</tr>
<tr>
<td>bethel.libanswers.com/</td>
<td>6</td>
<td>5</td>
<td>0:00:00:11</td>
<td>0</td>
<td>0.00%</td>
<td>16.67%</td>
<td>$0.00</td>
</tr>
<tr>
<td>bethel.libanswers.com/</td>
<td>4</td>
<td>3</td>
<td>0:00:00:21</td>
<td>0</td>
<td>0.00%</td>
<td>25.00%</td>
<td>$0.00</td>
</tr>
<tr>
<td>bethel.libanswers.com/</td>
<td>3</td>
<td>2</td>
<td>0:00:00:10</td>
<td>0</td>
<td>0.00%</td>
<td>0.00%</td>
<td>$0.00</td>
</tr>
<tr>
<td>bethel.libanswers.com/</td>
<td>3</td>
<td>2</td>
<td>0:00:00:05</td>
<td>0</td>
<td>0.00%</td>
<td>0.00%</td>
<td>$0.00</td>
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## Vendor Data: Springshare

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</tr>
<tr>
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<td>Better</td>
</tr>
<tr>
<td>Setup Difficulty</td>
<td>Better</td>
</tr>
</tbody>
</table>
Vendor Data: Springshare

Advantages:
- Little set-up required
- Canned reports are ready for analysis

Disadvantages:
- Prescribed content
- Siloed
Vendor Data: Springshare

Library Website

Springshare Applications

Widgets
Interlibrary loan can seem complicated. Get an overview of Interlibrary loan or see our frequently asked questions below.

Use your account right now: Login to interlibrary loan

Don’t have one yet? Find out how to create an account.

Overview of Interlibrary Loan (ILL)

Interlibrary loan simply means borrowing materials from other libraries outside of Bethel. Usually, this means you send a request for the item to the Bethel library you use, we find another library that has it, they send it to us, and we pass it along to you for check-out. You may even be eligible to have it mailed to you. It may come from our local consortium, CLIC, or from anywhere in the world.

If it’s an article you’re after, Bethel libraries have millions you can access online in one of our databases. Sometimes you’ll find an article title in one database, but the document (a.k.a. full-text) is really available in another database. The database with just the article title will have a link to search Bethel Libraries for the article’s full-text in another database. If that doesn’t work, you’ll have the option to request the article. And that request will be for you, guessed it, an interlibrary loan.

Information for libraries borrowing from Bethel

Frequently Asked Questions

- How do I request a book from a cooperating library (CLIC/CLICnet)?
- How can I renew an interlibrary loan item?
- How do I get an article that's NOT available through Bethel?
- How do I request a book from libraries worldwide (WorldCat)?
Vendor Data: Springshare

### Widget Statistics (which widget chat started from)

<table>
<thead>
<tr>
<th>Widget</th>
<th>Count</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Main Chat</td>
<td>58</td>
<td>41%</td>
</tr>
<tr>
<td>Homepage2</td>
<td>43</td>
<td>31%</td>
</tr>
<tr>
<td>Summon Test Widget</td>
<td>28</td>
<td>20%</td>
</tr>
<tr>
<td>Contact us footer</td>
<td>9</td>
<td>6%</td>
</tr>
<tr>
<td>Proquest</td>
<td>2</td>
<td>1%</td>
</tr>
</tbody>
</table>
How effectively are products/widgets incorporated into our web presence?

Can the lessons from successful widgets be built upon elsewhere?
User Testing
Heat Maps & Click Maps
Crazy Egg
Traffic, trails, goals
Google Analytics
Product Usage
Vendor Stats
Case Study Wrap

If we know:
- Our users can understand, use, want to use
- Our users find the content
- How our users find the content
- Which content is used, from where

We have put the pieces together.
Attribution

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Resources

Free Silverback (2.0) User Testing Software - [https://silverbackapp.com/](https://silverbackapp.com/)
Crazy Egg - [www.crazyegg.com](http://www.crazyegg.com)
Google Analytics Support - [https://support.google.com/analytics/](https://support.google.com/analytics/)
Google Developers - Google Analytics - [https://developers.google.com/analytics/devguides](https://developers.google.com/analytics/devguides)


