Presentation URL:

http://tinyurl.com/jbchapf

Putting it All Together:

using data for web design decisions

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Hello!

We are Scott, Michael, & Will

We work at Bethel and do reference.

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Agenda

1. What data sources do you/could you have?

2. How are they useful?

3. How do they compliment each other when making design decisions?

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DATA!!

Link Resolver

Discovery Layer

Databases

Social Media

Chat Service

Calendar

Citation Manager

OPAC

LibGuides

Blog

DATA!!

LibGuides Analytics

OPAC/Discovery usage

Chat transaction Logs

Followers & Likes

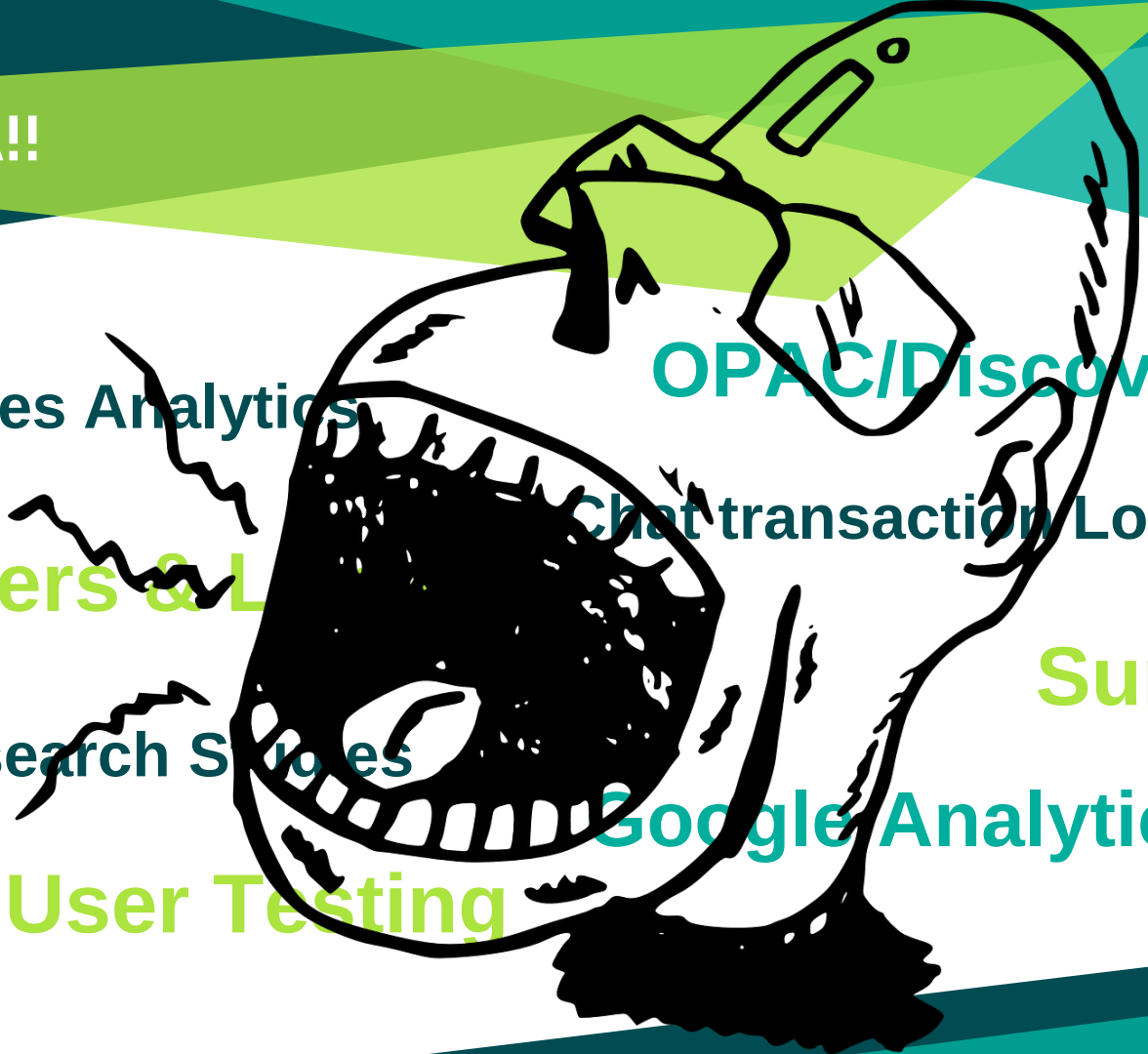
Surveys

Research Studies

Google Analytics

User Testing

DATA!!



LibGuides Analytics

OPAC/Discovery usage

Chat transaction Logs

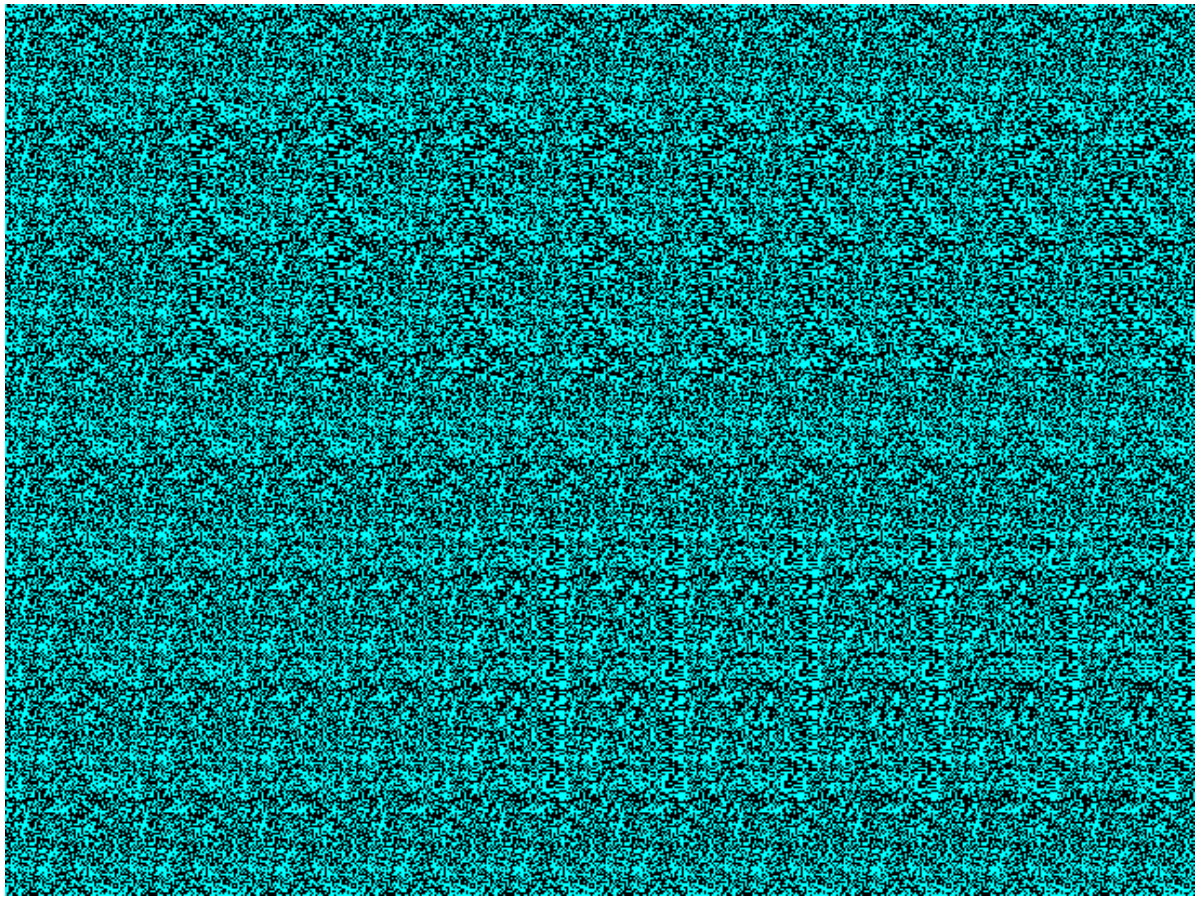
Followers & L

Surveys

Research S es

Google Analytics

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

Central IT

Users

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Data tools

What’s in your arsenal and what’s it good for?

	User Testing	Google Analytics	Click Tracker	Vendor Data
Cost	●	●	○	◐
Customization	●	●	○	○
Visualizations	○	◐	●	◐
Cross-domain support	●	●	◐	○
Ease of use	●	○	○	●
Setup difficulty (e.g., script installation, etc.)	●	○	◐	●

●	Better
◐	Mixed
○	Worse -or- not supported

User Testing

	User Testing
Free	●
Visualizations	○
Cross-domain	●
Easy to use	●
Requires installing scripts on pages	○

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

Books | Articles | Journal Titles | Research Guides | Digital Collections

Search across multiple databases

Search

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

Case Study--Homepage

Round 2

Tabs

vs

single-page w/buttons

vs

single-page w/links

My Library Accounts

Research

Services

About the Libraries

Libraries & Collections

News & Events

Get Help

Summon | a new library search

books, articles, videos & more

search

Find Something Specific

books & eBooks | scholarly articles | theses

music | video | journals | Bethel archives

Research Databases

JSTOR, CINAHL, ATLA Religion, Academic Search Premier

Quicklinks

Reserve Study Room
RefWorks
Research Guides
Renew Books
Interlibrary Loan

Hours

Location	Today's Hours
Bethel University Library	9am – 7p
Seminary St. Paul Library	9am – 5p
Seminary San Diego Library	10am – 6pm

Case Study--Homepage

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?

LIBRARY SUPPORT

Self Help

Search FAQs

Live Help

Start a Chat

Contact Us

Call, Text, or Email

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.

Search Now

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

User Testing

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

	Crazy Egg
Cost	○
Customizations	◐
Cross-domain support	◐
Reports & Visualizations	●
Ease of use	●
Setup difficulty	◐

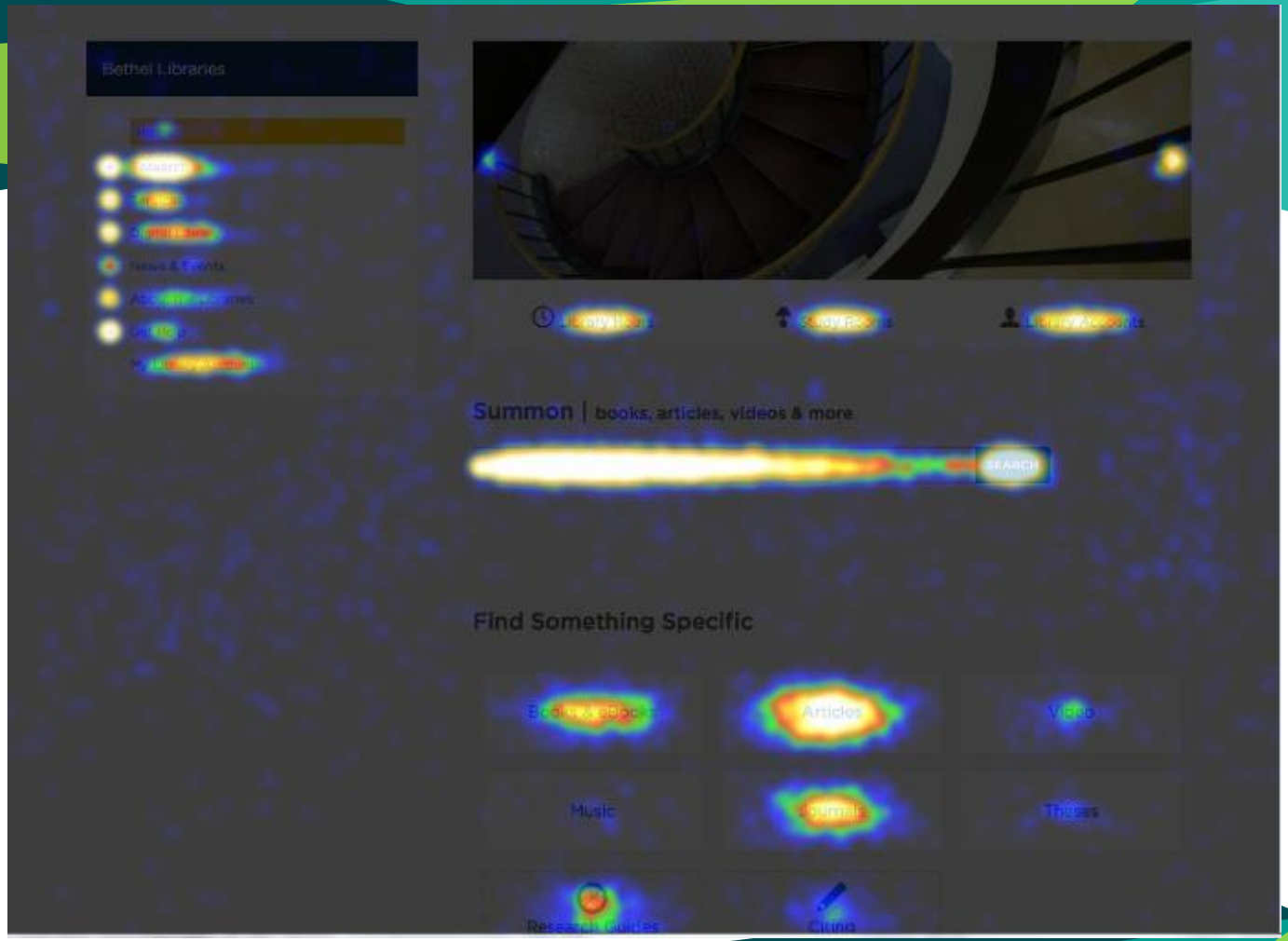
●	Better
◐	Mixed
○	Worse -or- not supported

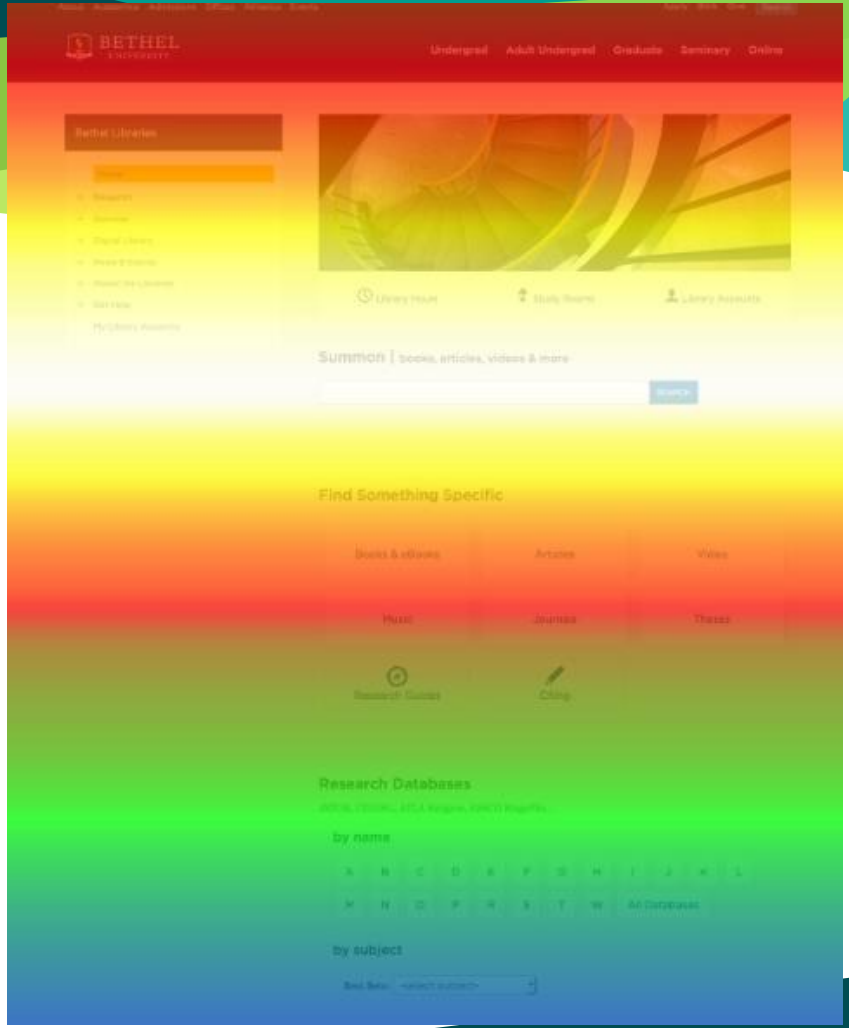
Click trackers: Crazy Egg

Good for:

- Tracking interaction with specific pages (clicks & scrolling)

- Visualizing data


Bethel Libraries
Summon | books, articles, videos & more
SEARCH
Find Something Specific
Articles
Music
Theses


BETHEL
Undergrad
Adult Undergrad
Graduate
Seminary
Online
Bethel Libraries
Summon | books, articles, videos & more
Find Something Specific
Books & eBooks
Articles
Video
Music
Journals
Theses
Research Guides
Citing
Research Databases
by name
by subject

Click trackers: Crazy Egg

	Crazy Egg
Cost	○
Customizations	◐
Cross-domain support	◐
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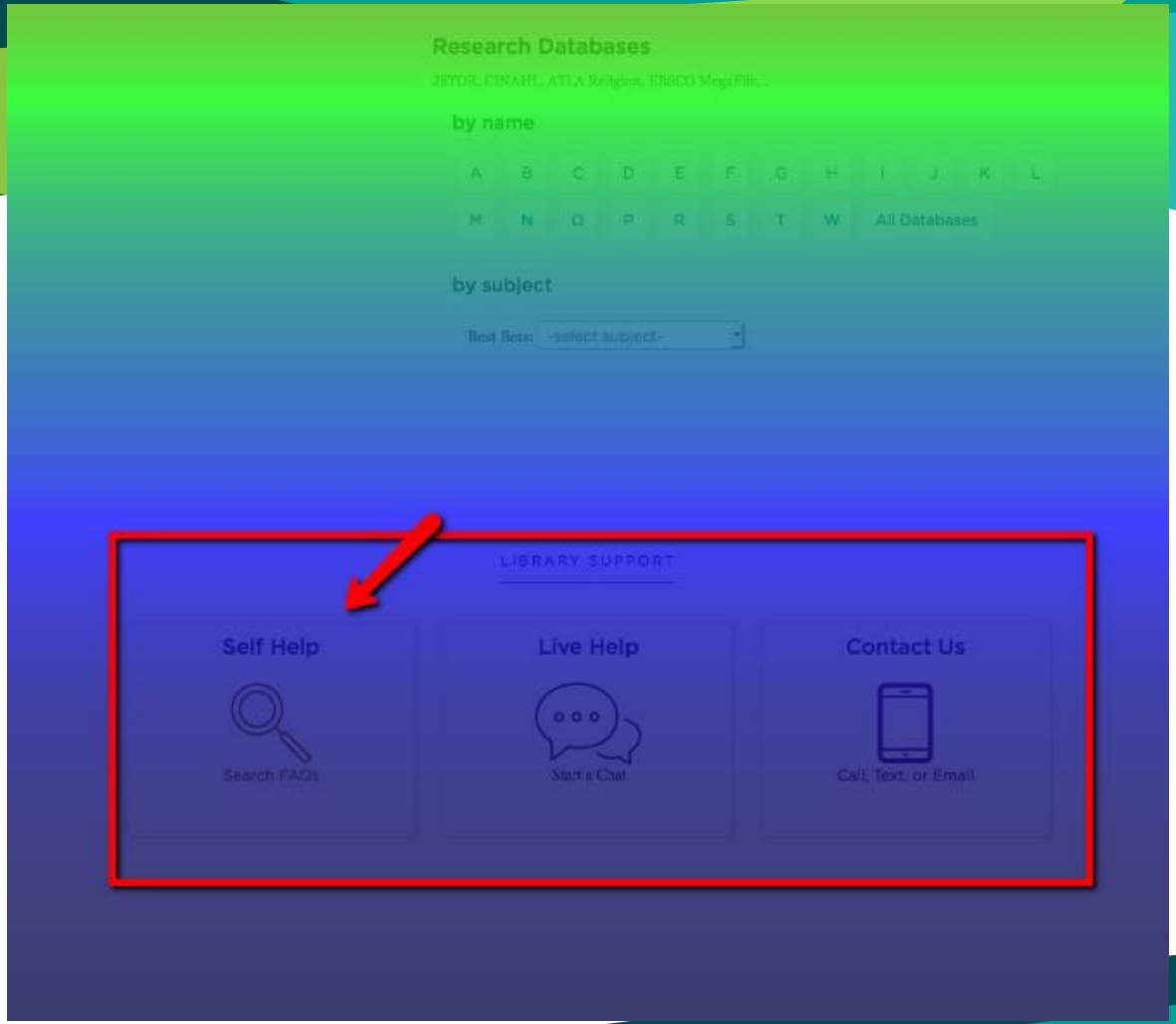
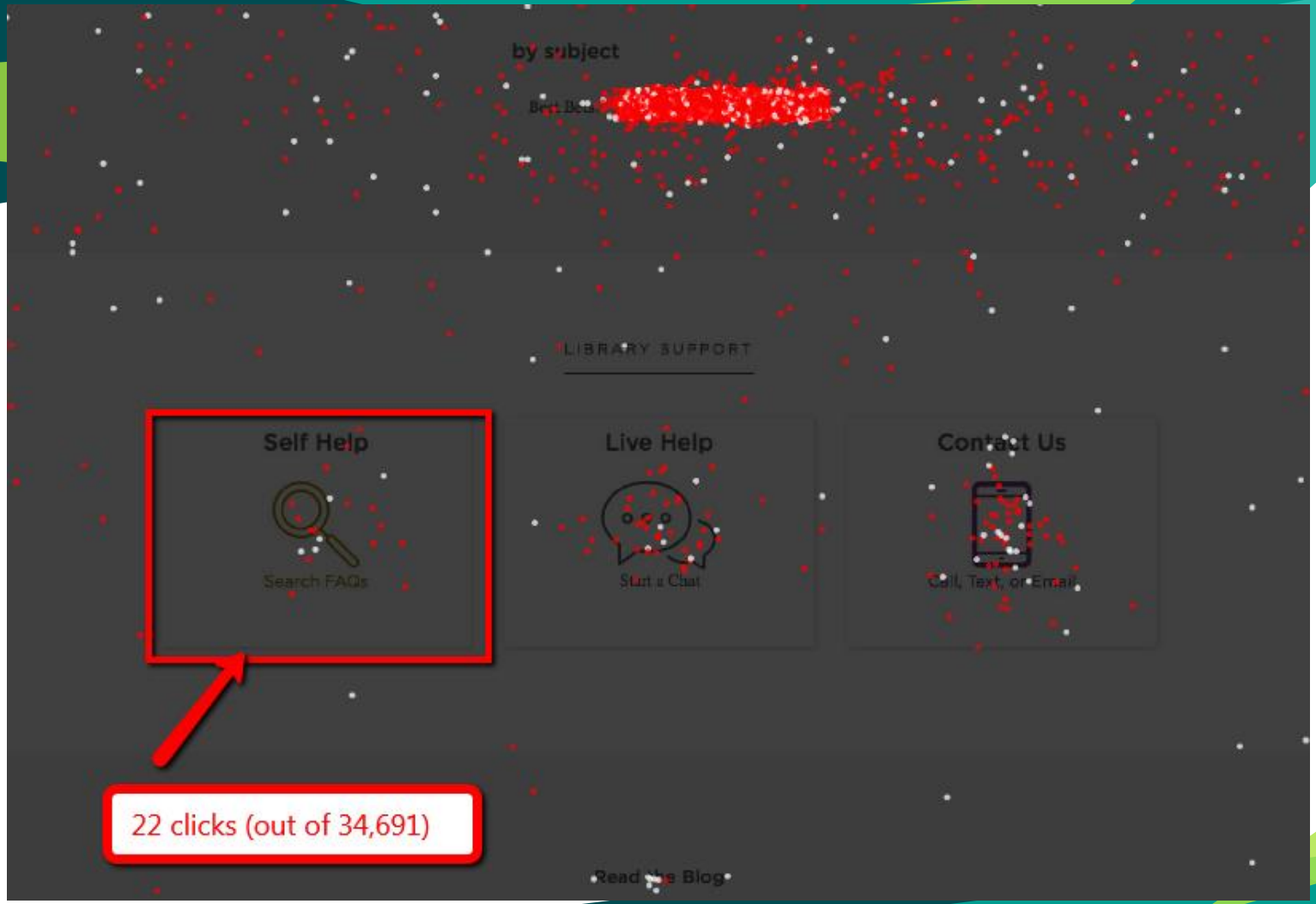
Click trackers: Crazy Egg

Currently using it for:

- Tracking LibAnswers on library homepage
  - Do people scroll down far enough to see “Help”?
  - Are LibAnswers getting clicked on?


Research Databases
JSTOR, CINAHL, ATLA Religion, EBSCO MegaFile...
by name
A B C D E F G H I J K L
M N O P R S T W All Databases
by subject
Best Bets: -select subject-
LIBRARY SUPPORT
Self Help
Search FAQs
Live Help
Start a Chat
Contact Us
Call, Text, or Email


by subject
LIBRARY SUPPORT
Self Help
Search FAQs
Live Help
Start a Chat
Contact Us
Call, Text, or Email
22 clicks (out of 34,691)
Blog

Click trackers: Crazy Egg

Potential future use:

- Tracking LibAnwsers embedded in pages

Google Analytics

	Google Analytics
Cost	●
Customization	●
Cross-domain support	●
Reports & Visualizations	◐
Ease of use	○
Setup difficulty	○

●	Better
◐	Mixed
○	Worse -or- not supported

Google Analytics: why use it?

Helps Establish:

1. What does normal site usage look like?

Google Analytics

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?

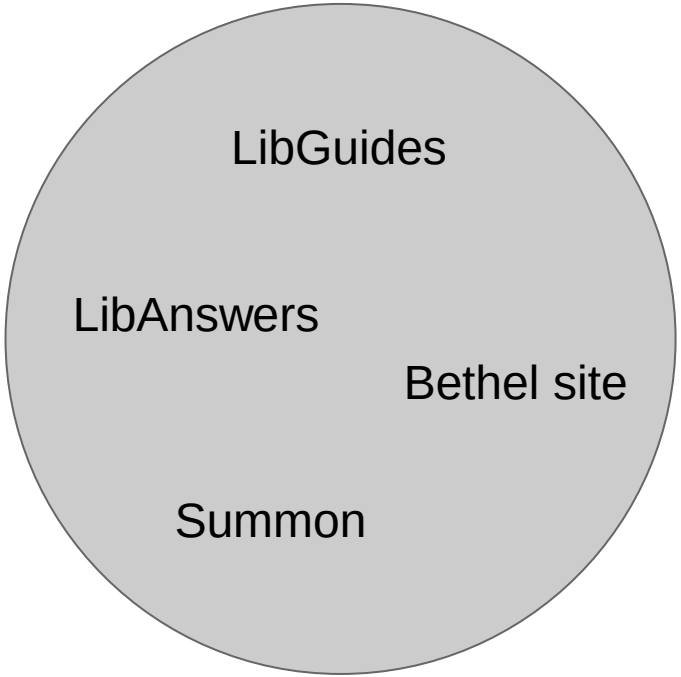
Google Analytics

	Google Analytics
Cost	●
Customization	●
Cross-domain support	●
Reports & Visualizations	◐
Ease of use	○
Setup difficulty	○

●	Better
◐	Mixed
○	Worse -or- not supported

Google Analytics - Cross-domain tracking

Our “blob”:



Google Analytics

	Google Analytics
Cost	●
Customization	●
Cross-domain support	●
Reports & Visualizations	◐
Ease of use	○
Setup difficulty	○

●	Better
◐	Mixed
○	Worse -or- not supported

Google Analytics

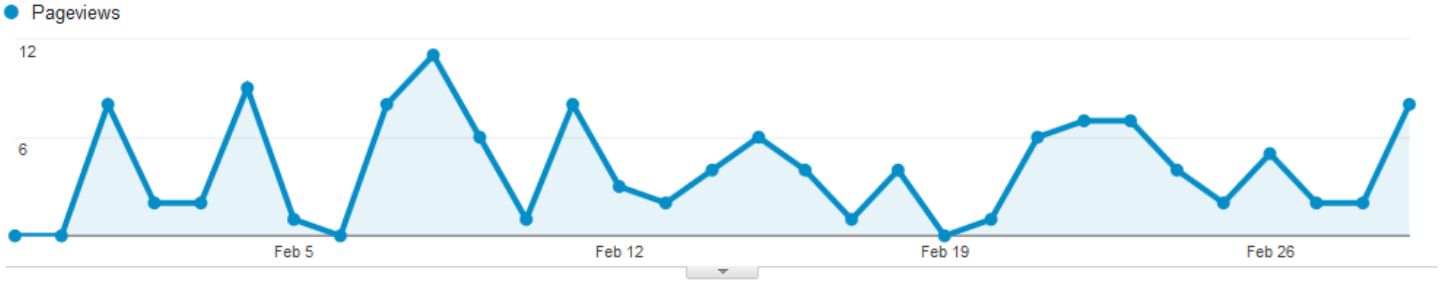
Currently using it for:

- Deciding where some new content will live
- St. Paul vs. San Diego behavior
- Assessing LibAnswers usage?

Landing Page
Starting pages
26K sessions, 17K drop-offs
1st Interaction
9.5K sessions, 4.7K drop-offs
2nd Interact
4.7K session
www.bethel....u/library/
14K
www.bethel....u/library/
15K
www.bethel....y-articles
1.3K
www.b
1.6K
www.bethel..../research/
983
www.b
466
libguides.b...edu/az.php
962
libguid
246
www.bethel....oks-ebooks
721
www.b
188
www.bethel....d/journals
681
www.b
162
(>100 more pages)
4.9K
(>100
2.1K
www.bethel....out/hours/
516
bethel.summ...tions.com/
4.9K
www.bethel....y-articles
515
www.bethel....clic-maps/
294
www.bethel....out/hours/
524
google.com/
212
www.bethel....y-articles
515
...
10K
bethel.summ...com/search
499

Pageviews vs. Select a metric

Day Week Month



Primary Dimension: Page Other

Plot Rows | Secondary dimension | Sort Type: Default | advanced

	Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
		124 % of Total: 0.27% (45,677)	103 % of Total: 0.33% (30,881)	00:00:29 Avg for View: 00:01:52 (-74.08%)	44 % of Total: 0.25% (17,669)	72.73% Avg for View: 50.83% (43.07%)	33.06% Avg for View: 38.68% (-14.52%)	$0.00 % of Total: 0.00% ($0.00)
1.	bethel.libanswers.com/	81 (65.32%)	67 (65.05%)	00:00:38	35 (79.55%)	74.29%	37.04%	$0.00 (0.00%)
2.	bethel.libanswers.com/search/?topics=interlibrary loan	11 (8.87%)	8 (7.77%)	00:00:09	3 (6.82%)	33.33%	18.18%	$0.00 (0.00%)
3.	bethel.libanswers.com/search/?topics=check out and renew	6 (4.84%)	5 (4.85%)	00:00:11	0 (0.00%)	0.00%	16.67%	$0.00 (0.00%)
4.	bethel.libanswers.com/search/?topics=library information	4 (3.23%)	3 (2.91%)	00:00:21	0 (0.00%)	0.00%	25.00%	$0.00 (0.00%)
5.	bethel.libanswers.com/search/	3 (2.42%)	2 (1.94%)	00:00:10	0 (0.00%)	0.00%	0.00%	$0.00 (0.00%)
6.	bethel.libanswers.com/search/?topics=journals	3 (2.42%)	2 (1.94%)	00:00:05	0 (0.00%)	0.00%	0.00%	$0.00 (0.00%)

Vendor Data: Springshare

	Vendor Data
Cost	
Visualizations	
Cross-domain support	
Easy of use	
Setup Difficulty	

	Better
	Mixed
	Worse -or- not supported

Vendor Data: Springshare

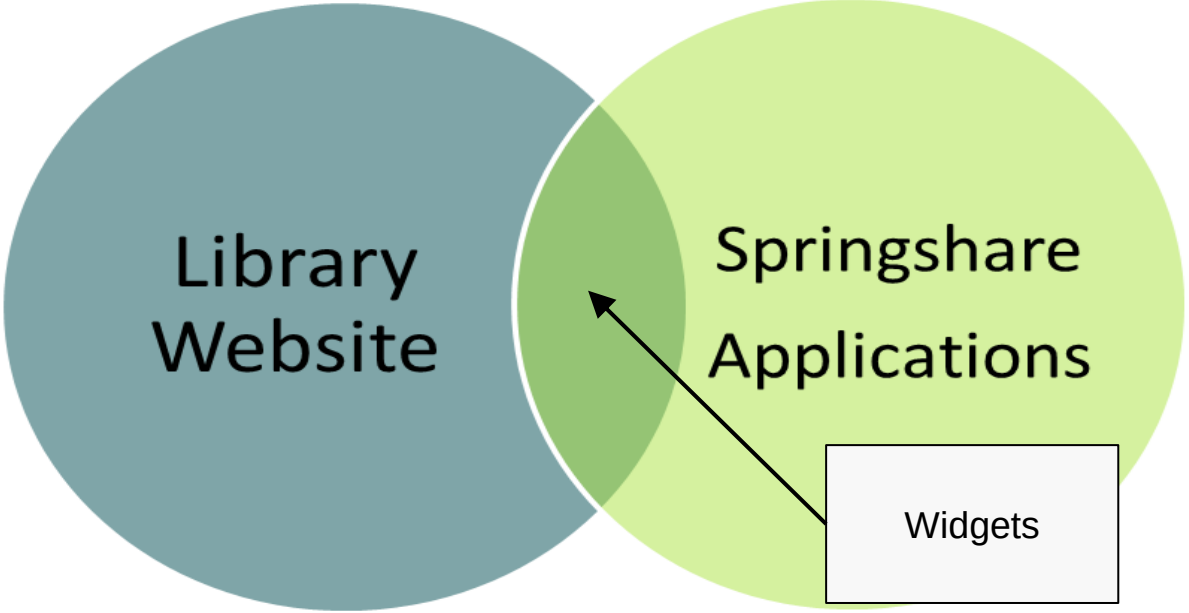
Advantages:

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

Disadvantages:

- Prescribed content
- Siloed

Vendor Data: Springshare



Question	Owner	Created
How can I find theses or dissertations to read online for free? Topics: Theses and Dissertations	Betsy Dadabo	Feb 01 12, 16:45
How do I request a book from a cooperating library (CLIC/CLICnet)? Topics: Books Interlibrary Loan	Lyndi Finifrock Fabbrini	Feb 23 10, 12:11
How can I renew an interlibrary loan item? Topics: Interlibrary Loan	Lyndi Finifrock Fabbrini	Mar 31 15, 17:21
How do I get an article that's NOT available through Bethel? Topics: Articles Interlibrary Loan	Betsy Dadabo	Feb 23 10, 12:05
How do I find a book in the library? Topics: Books	Lyndi Finifrock Fabbrini	Feb 23 10, 12:16
How can I get to the full text of an article? Topics: Articles Databases	Scott Kaihoi	Feb 23 10, 12:00
How do I request a book from libraries worldwide (WorldCat)? Topics: Books Interlibrary Loan	Lyndi Finifrock Fabbrini	May 15 14, 14:48

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)

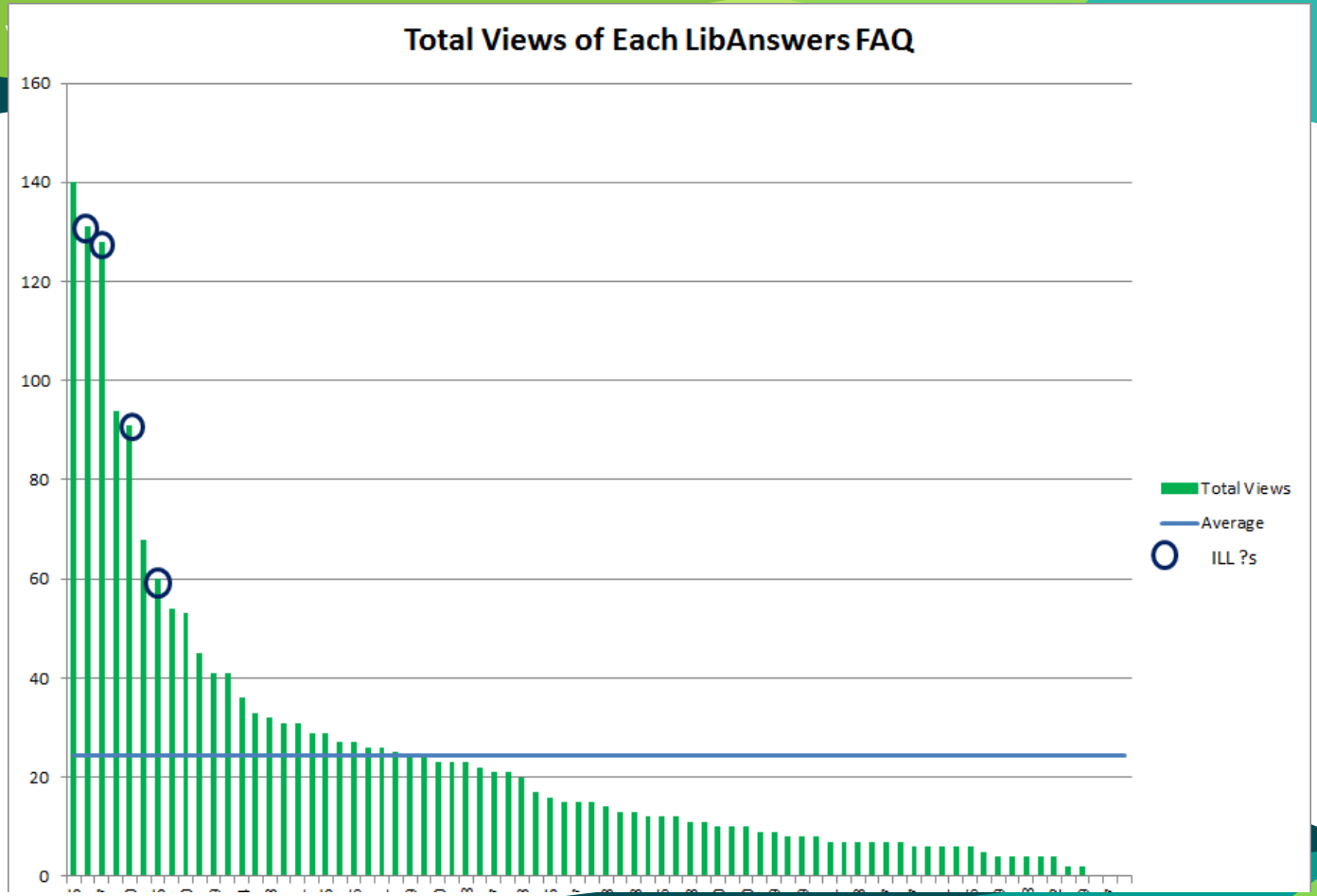
Interlibrary loan simply means borrowing materials from other libraries outside of Bethel. Usually, this means you send a request for the item to the Bethel library you use, we find another library that has it, they send it to us, and we pass it along to you for check-out. You may even be eligible to 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

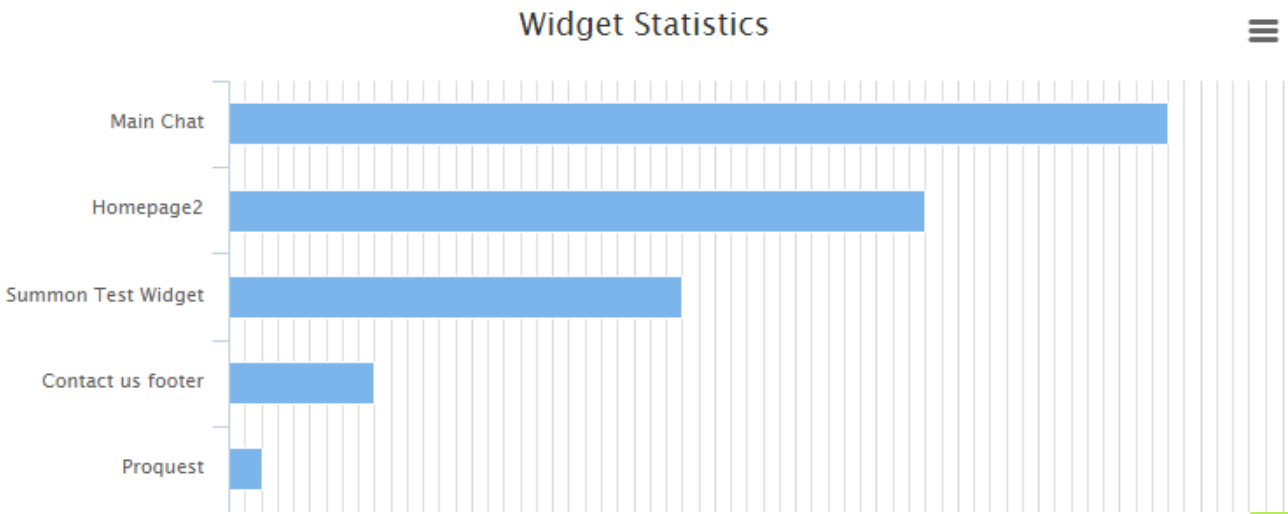
- How do I request a book from a cooperating library (CLIC/CLICnet)?
- How can I renew an interlibrary loan item?
- How do I get an article that's NOT available through Bethel?
- How do I request a book from libraries worldwide (WorldCat)?
- What is CLIC/CLICnet?


Total Views of Each LibAnswers FAQ
160
140
120
100
80
60
40
20
0
Total Views
Average
ILL ?s

Vendor Data: Springshare

Widget Statistics (which widget chat started from)

Widget	Count	%
Main Chat	58	41%
Homepage2	43	31%
Summon Test Widget	28	20%
Contact us footer	9	6%
Proquest	2	1%

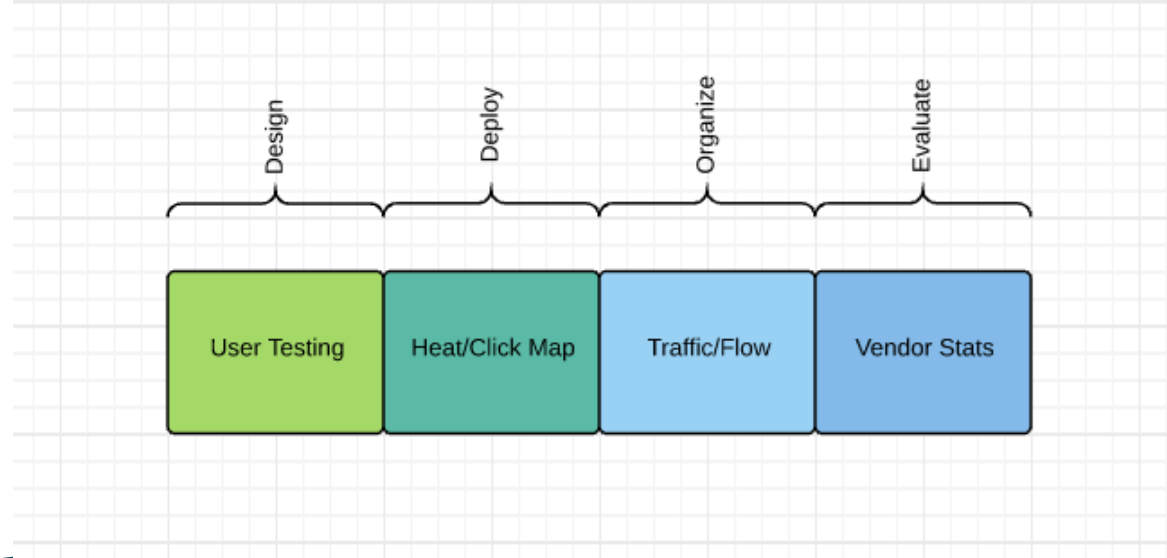


Vendor Data (Springshare)

- How effectively are products/widgets incorporated into our web presence?
- Can the lessons from successful widgets be built upon elsewhere?

Big Picture

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/

Crazy Egg - www.crazyegg.com

Google Analytics Support - https://support.google.com/analytics/

Google Developers - Google Analytics - https://developers.google.com/analytics/devguides

Springshare Lounge: http://springsharelounge.com/

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