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. You can contact us at:

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w-keillor@bethel.edu
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?
LibGuides Analytics

Followers & Likes

Research Studies

OPAC/Discovery usage

Chat transaction Logs

Surveys

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
- Users
- Central IT
Data tools

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

- ●: Better
- ○: Mixed
- ○: Worse -or- not supported
## User Testing

<table>
<thead>
<tr>
<th>Feature</th>
<th>Requires installing scripts on pages</th>
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</thead>
<tbody>
<tr>
<td>Free</td>
<td>●</td>
</tr>
<tr>
<td>Visualizations</td>
<td>○</td>
</tr>
<tr>
<td>Cross-domain</td>
<td>●</td>
</tr>
<tr>
<td>Easy to use</td>
<td>●</td>
</tr>
<tr>
<td>Requires installing scripts on pages</td>
<td>○</td>
</tr>
</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
Case Study--Homepage

Round 2
Tabs
vs
single-page w/buttons
vs
single-page w/links
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 the 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.

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

<table>
<thead>
<tr>
<th>Feature</th>
<th>Crazy Egg</th>
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<tbody>
<tr>
<td>Cost</td>
<td>Better</td>
</tr>
<tr>
<td>Customizations</td>
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<tr>
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<td></td>
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<tr>
<td>Reports &amp; Visualizations</td>
<td>Worse -or- not supported</td>
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<td></td>
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<tr>
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</tbody>
</table>
Click trackers: Crazy Egg

Good for:

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

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<th>Feature</th>
<th>Crazy Egg</th>
<th>Comparison</th>
</tr>
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<tbody>
<tr>
<td>Cost</td>
<td>☑️</td>
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<td>Setup difficulty</td>
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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?
Click trackers: Crazy Egg

Potential future use:

- Tracking LibAnwsers embedded in pages
<table>
<thead>
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- ✦: Better
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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?
## Google Analytics

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<table>
<thead>
<tr>
<th>Quality</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>●</td>
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Google Analytics - Cross-domain tracking

Our “blob”:

- LibGuides
- LibAnswers
- Summon
- Bethel site
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</table>
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>124</td>
<td>103</td>
<td>00:00:29</td>
<td>44</td>
<td>72.73%</td>
<td>33.06%</td>
<td>$0.00</td>
</tr>
<tr>
<td>bethel.libanswers.com/search/?topics=interlibrary loan</td>
<td>81 (66.32%)</td>
<td>67 (65.95%)</td>
<td>00:00:08</td>
<td>35 (79.55%)</td>
<td>74.25%</td>
<td>37.04%</td>
<td>$0.00</td>
</tr>
<tr>
<td>bethel.libanswers.com/search/?topics=check out and renew</td>
<td>11 (8.87%)</td>
<td>8 (7.77%)</td>
<td>00:00:09</td>
<td>3 (0.02%)</td>
<td>33.33%</td>
<td>18.18%</td>
<td>$0.00</td>
</tr>
<tr>
<td>bethel.libanswers.com/search/?topics=library information</td>
<td>6 (4.84%)</td>
<td>5 (4.85%)</td>
<td>00:00:11</td>
<td>0 (0.00%)</td>
<td>0.00%</td>
<td>16.67%</td>
<td>$0.00</td>
</tr>
<tr>
<td>bethel.libanswers.com/search/</td>
<td>4 (3.23%)</td>
<td>3 (2.91%)</td>
<td>00:00:21</td>
<td>0 (0.00%)</td>
<td>0.00%</td>
<td>25.00%</td>
<td>$0.00</td>
</tr>
<tr>
<td>bethel.libanswers.com/search/?topics=journals</td>
<td>3 (2.42%)</td>
<td>2 (1.94%)</td>
<td>00:00:10</td>
<td>0 (0.00%)</td>
<td>0.00%</td>
<td>0.00%</td>
<td>$0.00</td>
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</table>
### Vendor Data: Springshare

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<tbody>
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<td>Cost</td>
<td>⬜</td>
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<td>Visualizations</td>
<td>⬜</td>
</tr>
<tr>
<td>Cross-domain support</td>
<td>⬜</td>
</tr>
<tr>
<td>Easy of use</td>
<td>⬜</td>
</tr>
<tr>
<td>Setup Difficulty</td>
<td>⬜</td>
</tr>
</tbody>
</table>

- **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

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)?
- What is CLIC/CLICnet?
### 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>

![Widget Statistics Chart]

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

<table>
<thead>
<tr>
<th>Design</th>
<th>Deploy</th>
<th>Organize</th>
<th>Evaluate</th>
</tr>
</thead>
<tbody>
<tr>
<td>User Testing</td>
<td>Heat/Click Map</td>
<td>Traffic/Flow</td>
<td>Vendor Stats</td>
</tr>
</tbody>
</table>
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.
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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/


