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## Understanding user behaviour when requesting resources

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# IGELU 2019

## Understanding user behaviour when requesting resources

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# OUR GOAL



## Assess our service

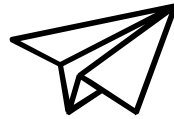
Analytics to help appreciate where we have come from and use evidence to support where we are going.

**Simplify and promote mechanisms for staff and students to request resources that they cannot find in Library Search**



## Understand our users

Survey requesters to discover preferences, motivations and experiences.



## Assess our service

Analytics to help appreciate  
where we have come from  
and use evidence to support  
where we are going.

# RESOURCE SHARING TIMELINE UNTIL 2015



## Requesting

- Manual online form.
- Every request required the user to enter their identifying information.
- Prone to typos/errors.
- Wasn't integrated with any library system.



## Awareness

- One webpage to request from.
- Most likely had to be referred to service by librarian or colleague.



## Processing

- Tasks involved entering data into multiple systems.
- Checking user privileges.
- Manually contacting users.



## Monitoring

- User unable to track progress.
- Staff required to enter request details into separate systems and spreadsheets to track progress and use of service.

# RESOURCE SHARING TIMELINE UNTIL 2018



## Requesting

- Requesting from Primo with metadata pre-populated
- Request connected to patron account in Alma.
- Purchase Requests enabled.



## Awareness

- Silent login enabled.
- Increased discoverability of service as requesting can happen from Primo Central Index record.
- Still two extra steps to find service: a) Login to Primo. b) Select 'Expand My Results'.



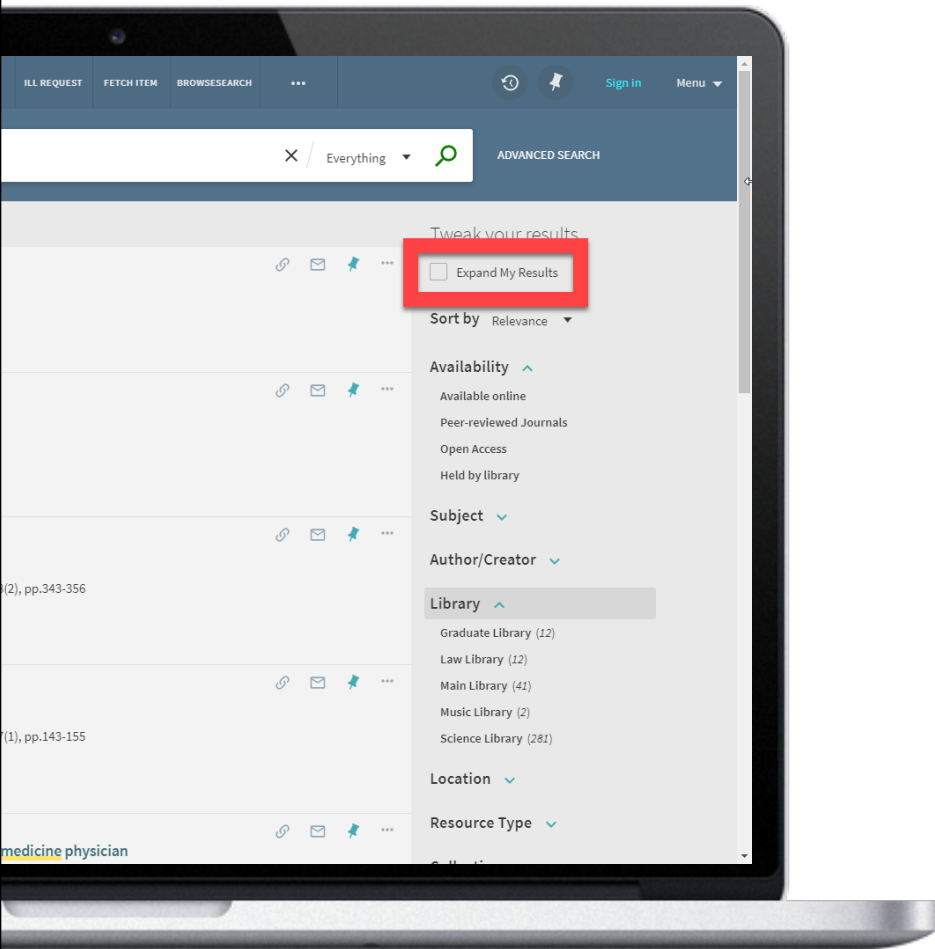
## Processing

- Less manual tasks required by staff.
- Automated communication between library and user.



## Monitoring

- User can track progress from My Library Card in Primo.
- Analytics reports to help monitor outstanding requests and track usage of service.



**1%**  
**EXPAND MY RESULTS**  
**SESSIONS**

# EXPAND MY RESULTS IMPACT

## 2018 VS 2019



55%

Increase in requests  
supplied.

A circular progress indicator with a dark green outer ring and a light grey inner ring. The dark green segment represents 55% of the circle.



88%

Increase in unique  
requesters.

A circular progress indicator with a dark green outer ring and a light grey inner ring. The dark green segment represents 88% of the circle.



37%

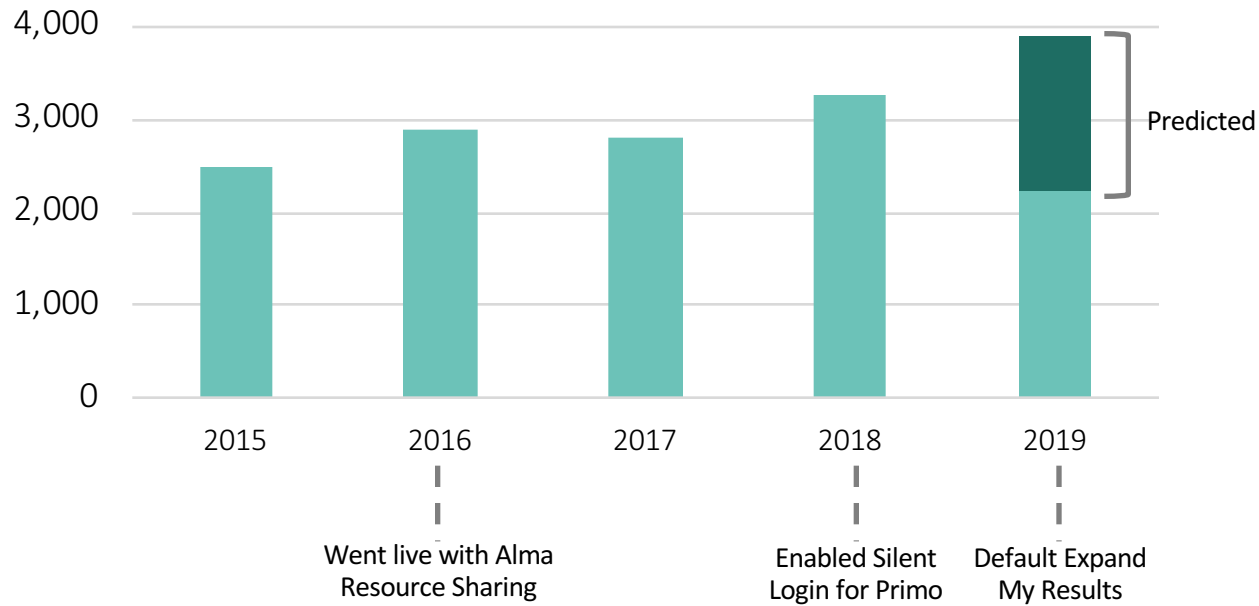
Increase in first time  
requesters.

A circular progress indicator with a dark green outer ring and a light grey inner ring. The dark green segment represents 37% of the circle.



# RESOURCE SHARING

## TOTAL SUPPLIED REQUESTS



# FOUND IT! FREELY AVAILABLE



01

User submits request.

02

Resource Sharing staff check Primo and Google/Google Scholar.

03

Staff finds item in Google Scholar (not in subscription resource).

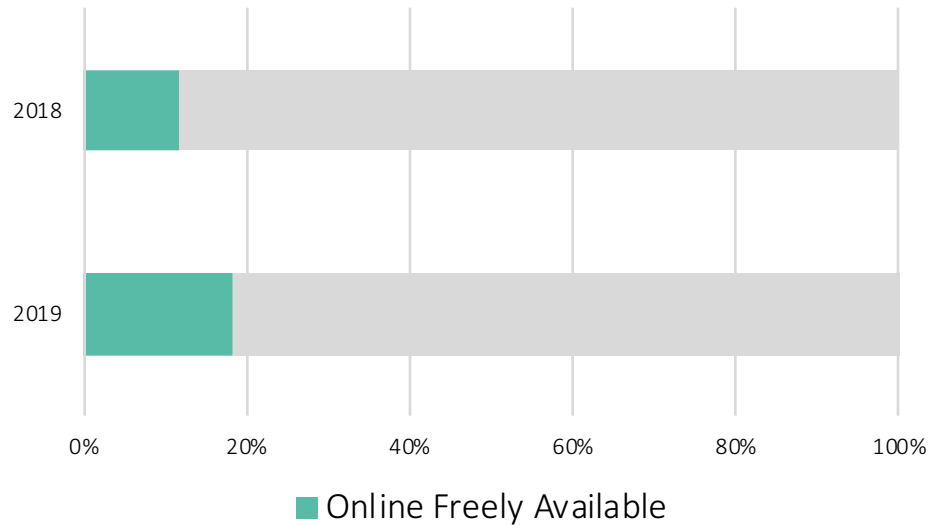
04

Staff assign the Partner named 'Online Freely Available' and complete request.

05

User receives notification where the item can be found.

# FOUND IT! FREELY AVAILABLE



## Expose more OA content

### Unpaywall General Electronic Service

- Configure to show when article contains DOI
- Many without Open Access
- [Primo VE setup](#)

### Unpaywall API

- Primo integration by [BU Libraries in Primo Studio](#)

### Unpaywall Alma integration

- In the [Ideas Exchange](#) and marked as planned since 2017...



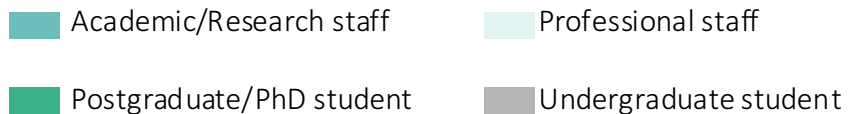
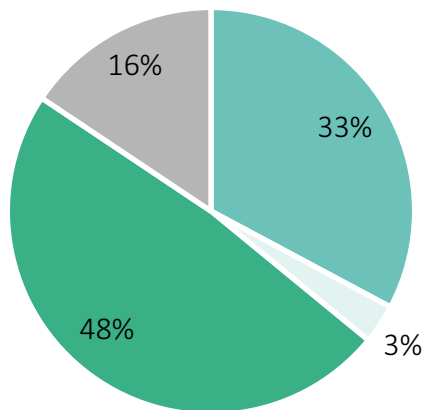
## Understand our users

Survey requesters to  
discover preferences,  
motivations and experiences.

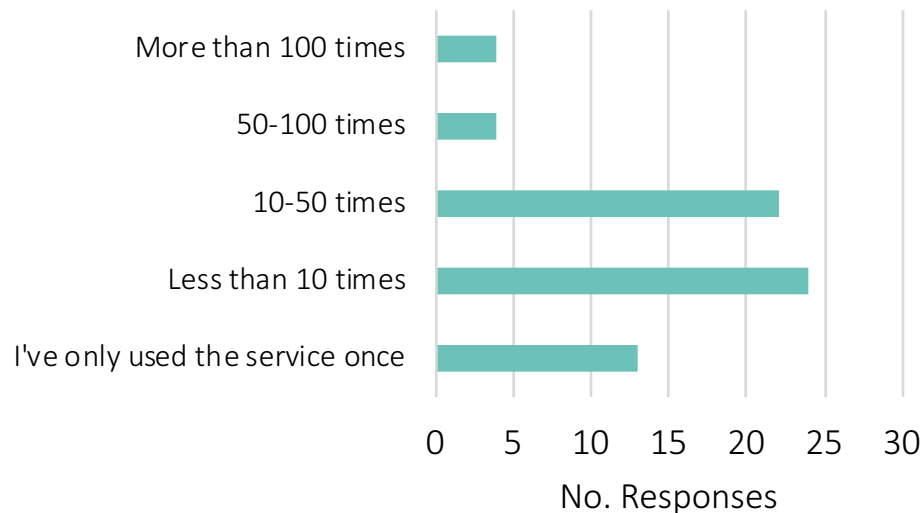
# SURVEY – MAY TO JULY 2019

## WHO RESPONDED

User Group



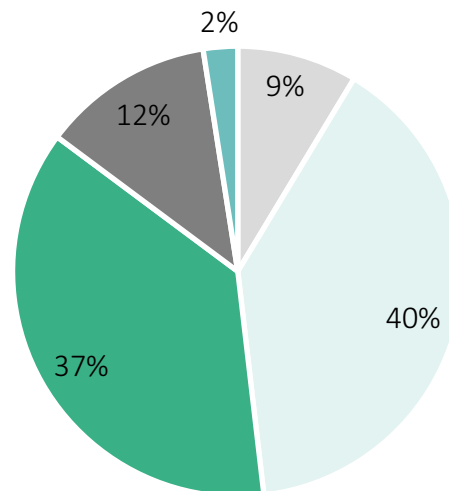
Frequency of Resource Sharing use



# SURVEY

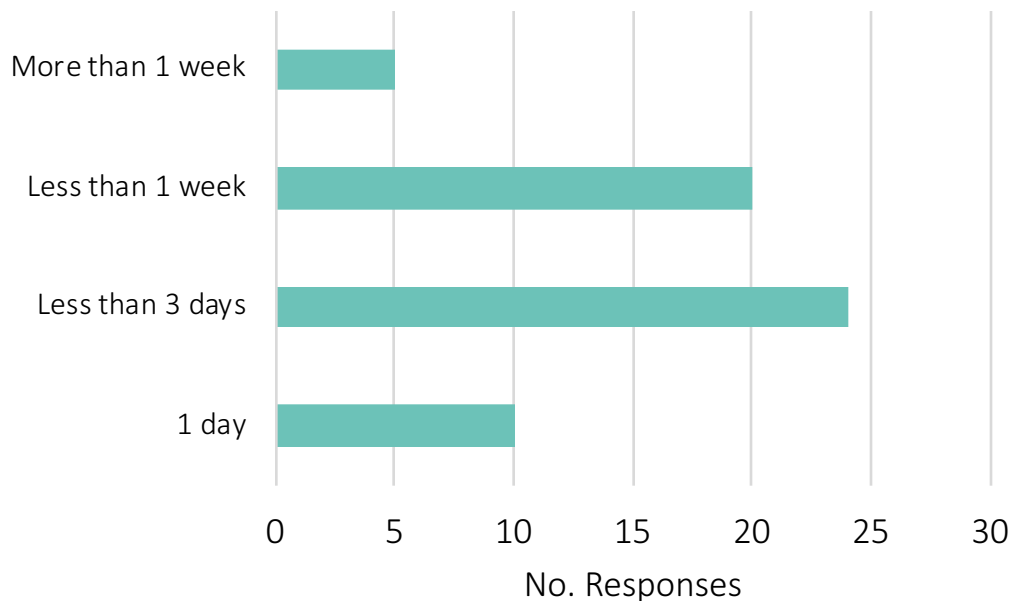
## DISCOVERING THE SERVICE

- Recommended by another Bond student or staff member
- Recommended by Library staff
- I found the request link in Primo
- I found information about it on the Bond Library website
- Unsure



# SURVEY

## SUPPLY TIME EXPECTATION







**2019**

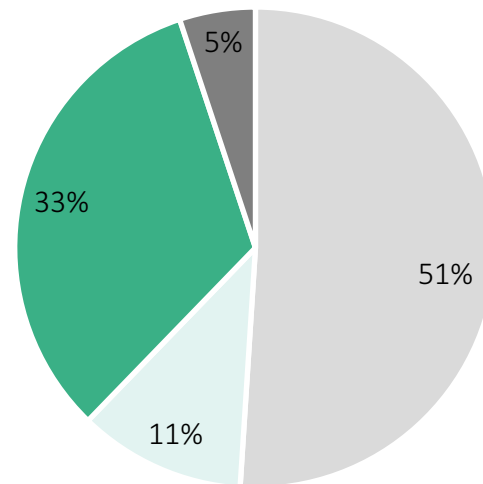
Supply time reality

2,418 journal requests received  
with an average supply  
time of 3 days.

# SURVEY

## REASONS FOR USING THE SERVICE

-  I required this specific resource
-  I couldn't find any other available resources on my topic
-  It complemented the resources I'd already found on my topic
-  The resource was recommended by someone

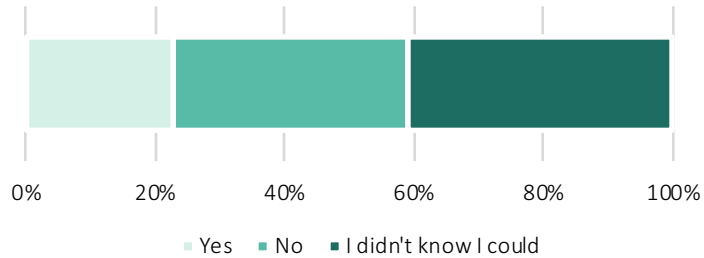




# SURVEY

## REQUEST MONITORING

Did you check for updates on your request through your online Bond My Library account?



### Top reasons

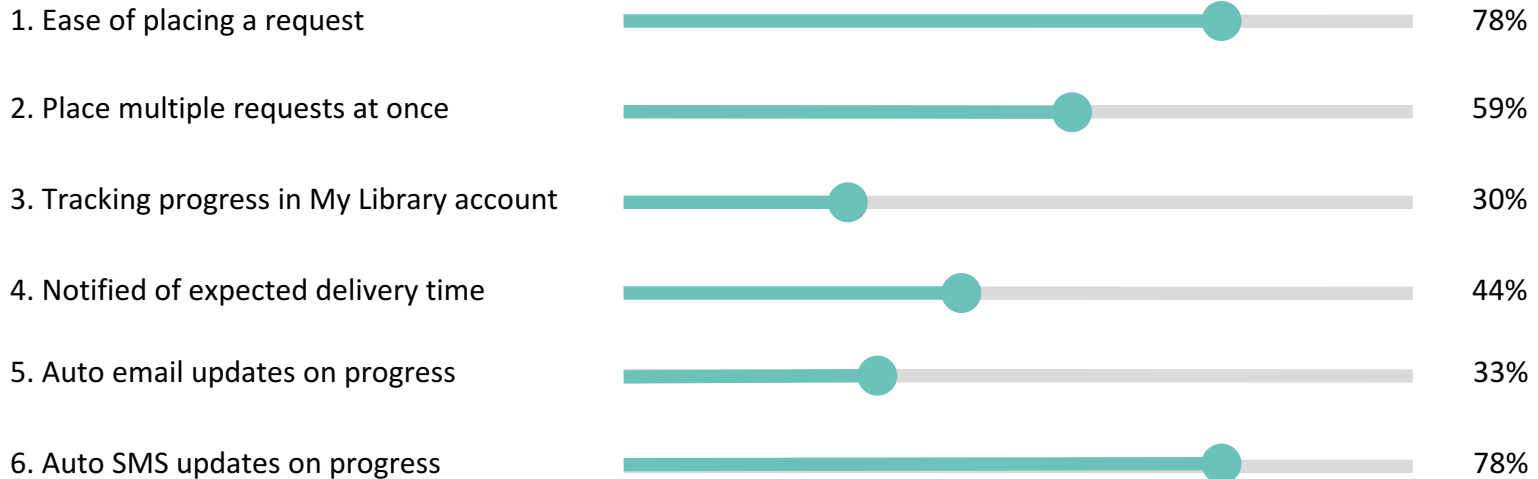
1. I wanted to track the progress of my request.
2. I wanted to see whether my request had been received by the Library
3. I wanted to find out how long it would take to receive the resource

# SURVEY

## MOST IMPORTANT FEATURE

### Overall ranking

### Agreement with ranking



# SURVEY FUTURE USE



## Essential service

"I'm writing a biography of a musician who has been dead for 22 years, and a lot of the material I need is quite obscure!"

## Efficient service

"I was really impressed with the efficiency of the system and very grateful I had access to the source in time to use it in my assignment."

# RESOURCE SHARING REFLECTION & NEXT STEPS

## User experiences and expectations

- New users inclined to expect longer turnaround time.
- Increase self-discovery of service, less reliance on Librarian recommendation.
- Increase in use of service for resources which compliment sources already found.
- Ease of requesting.

## Positive changes

- Alma ISO LADD integration.
- Silent Login for Primo.
- Enabling Expand My Results by default.

## Future opportunities

- Unpaywall integration for Primo.
- Turnaround time communication.
- Promotion of request monitoring via My Library account.
- Enhancements to placing multiple requests at once.

# THANK YOU

Jessie Donaghey

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Take a look at my Primo and Alma  
analytics reports used in the  
presentation: <http://tiny.cc/2019JD>