



Holistic Approach to User Experience: Understanding of Users

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Introduction

The IUPUI University Library recently initiated a project to improve the user experience on its website. In order to enhance the digital user experience, it should start from a thorough understanding of users such as who they are, what they do, how they interact with, how long they stay, where they come from, and etc. The first task called 'Library Website Evaluation & Needs Assessment' has been performed with various measurements from user survey to Google Analytics to better understand its users as well as to identify current issues and gaps between what the website currently is and how it should be. This poster shares some of the findings from the first task.

Methods

The data was downloaded by month from January 2013 to April 2014 from Google Analytics. The data sets were about top 100 most visited webpages, top 100 organic search keywords, top 100 site search keywords, behavior flow and etc.

The data sets were grouped and combined into categories:

Most visited pages

Databases	Webpages on Database A-Z and Database by Subject
Guides	Webpages on Subject list and how-to guides
Catalog	Webpage on Catalog
Collections	Webpages on Digital Scholarship and Special Collections
Libraries	Webpages on About Us, Hours, People, and etc.
Services	Webpages on Computer, Room Reservation, Access Services

Search terms used on the search engines

Collections	Search terms for collections such as Indianapolis Recorder
Databases	Search terms for databases such as EBSCO, 24*7, and etc.
Email	Search terms like IUPUI email
Hours	Search terms like IUPUI library hours
IUPUI	Search terms like IUPUI university
Library	Search terms like IUPUI university library
Miscellaneous	Any other search terms used
People	Search terms for librarians and staff
Room	Search terms like IUPUI library 4th floor room reservation
Subject	Search terms like nursing guide IUPUI
Service	Search terms like IUPUI printing services

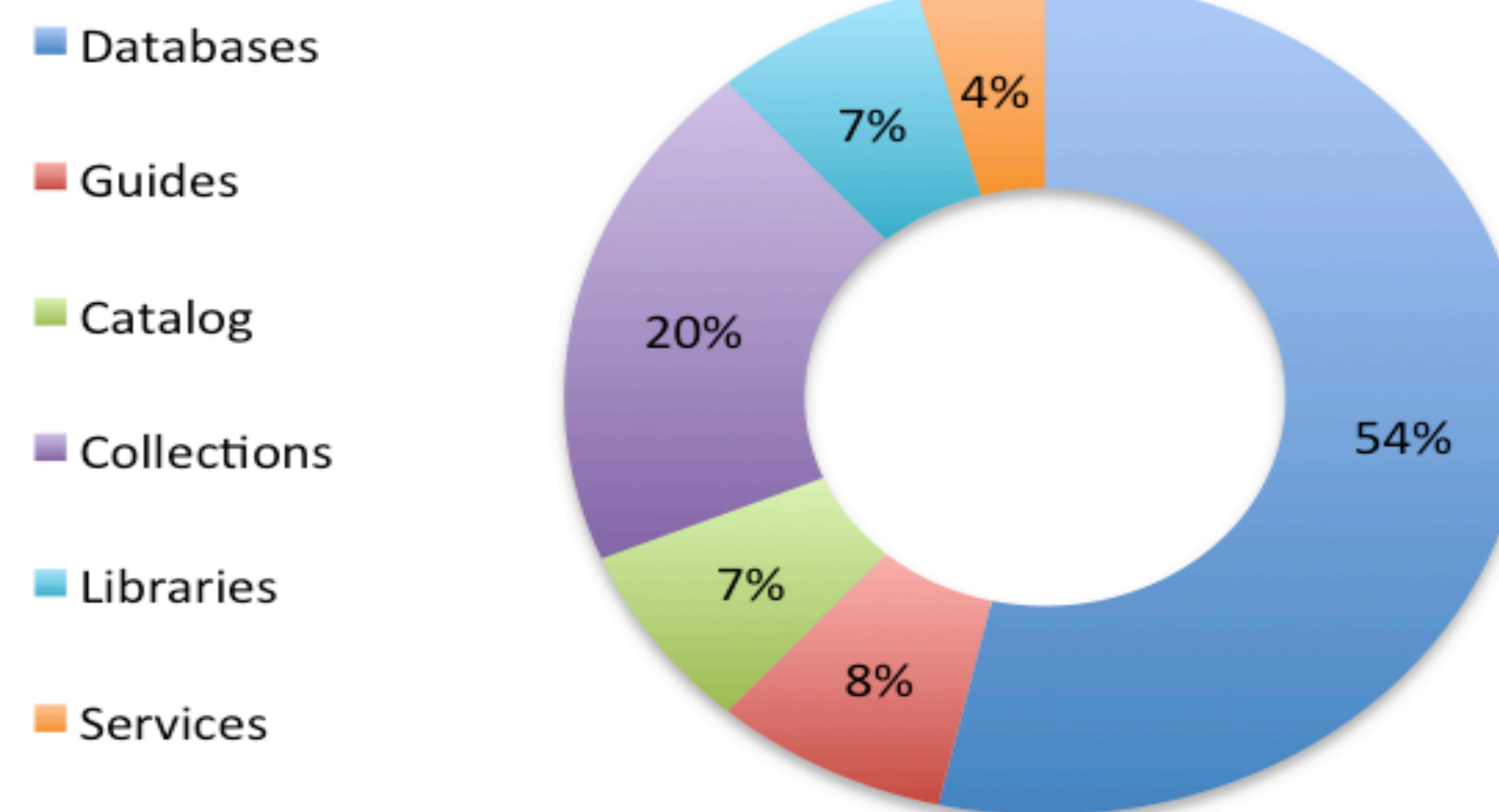
Search terms used on the website

Catalog	Search terms like WorldCat
Database	Search terms for databases like Mintel, EBSCO, and etc
Miscellaneous	Any other search terms like joint conference
Room	Search terms like study rooms
Subject	Search terms like chemistry, social work, nursing, and etc.
Services	Search terms like book club, reference desk, and etc.
Tool	Search terms like Box, EndNote, Oncourse, and etc.

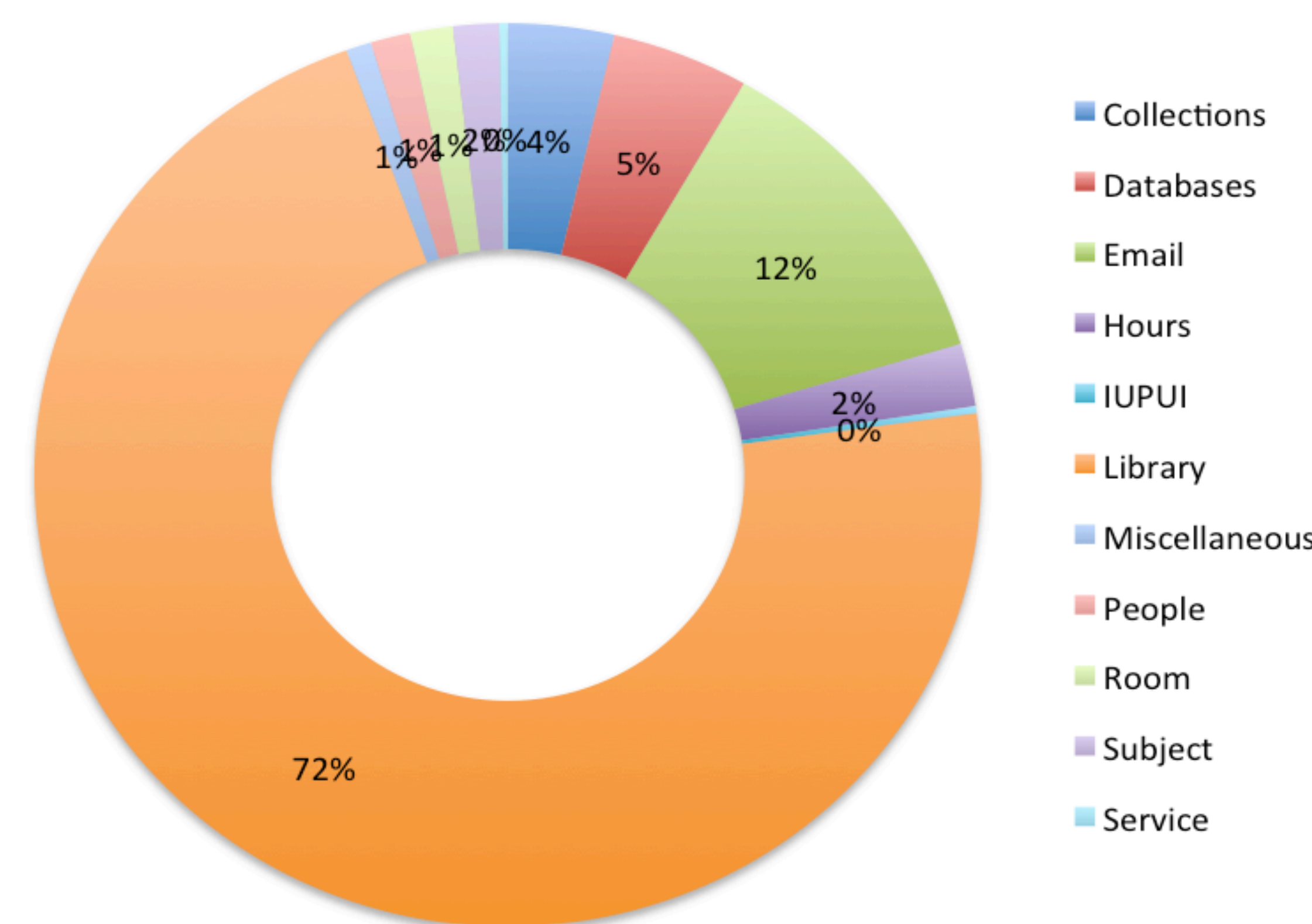
⊛ The data presented in this poster is reflective only of **April, 2014**.
 ⊛ In terms of proportion, each month from January 2013 to April 2014 is similar to these charts.

What do Users do on the Website?

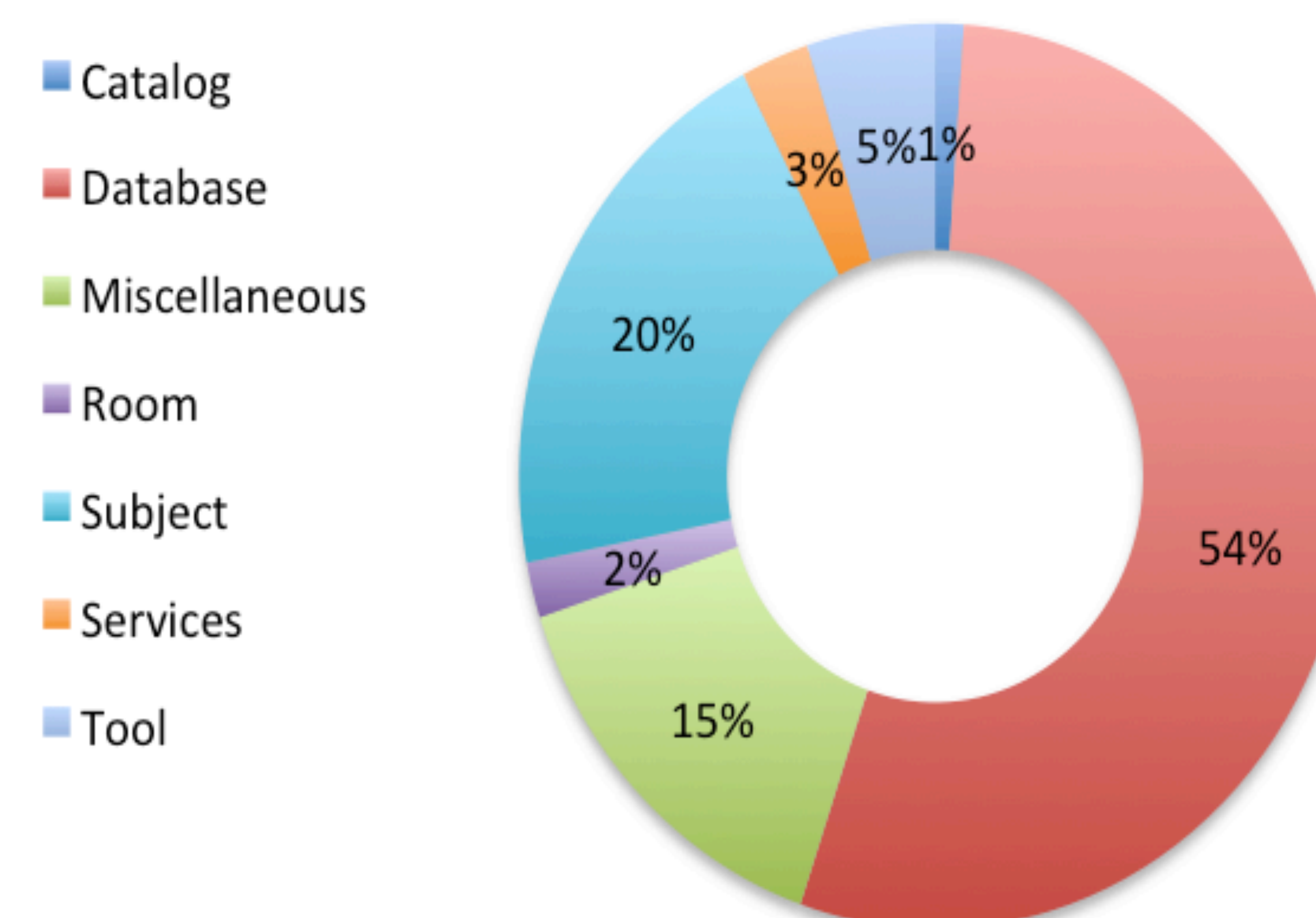
Most Visited Pages



Search Terms used on the Search Engines



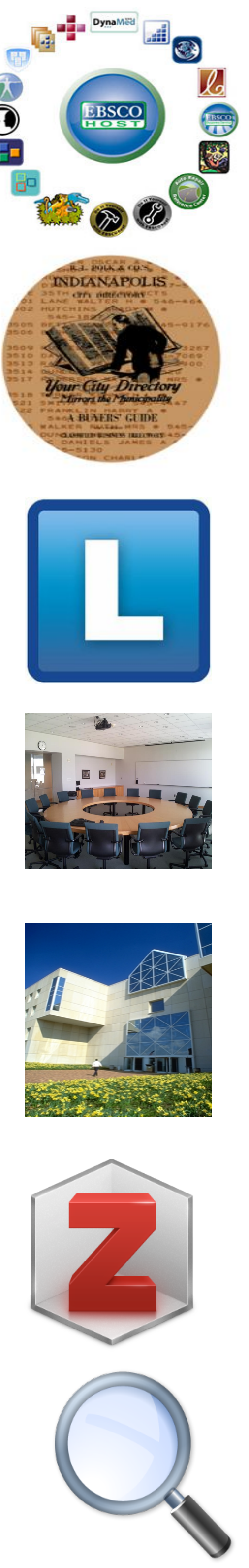
Search Terms used on the Website



Insights

Library Website = Access Point to Resources (NOT Information)

1. Users look for **resources**, particularly **databases**, from the Library website.
2. Users look for **collections** like Digital Scholarship collections and Special collections.
3. Users use **subject** and **how-to guides** for their assignments or research.
4. Users are interested in **room reservation** and **available computer services**.
5. Users want to know '**About Us**' like librarians, hours, fines, and etc.
6. On the Library website, users look for **tools** such as EndNote, Zotero, and etc.
7. Users prefer to **search** on the Library website **when needed**.
8. Search engines rank our **Email** page which contains information about IUPUI email options. This is not our contact information.



Next Steps

Task 1: Library Website Evaluation & Needs Assessment

