

Gathering Customer Input Prior to Home Page Redesign: An Ontological Study

Matherine Alexander
Shelley McKibbin
The University of Texas Southwestern Medical Center at Dallas Library

Karen Harker
Helen Mayo

Mori Lou Higa-Moore
Laura Wilder

Old Home Page



Research Proposal

Goal

To make the resources and services the Library offers through its home page easier to find.

Questions

- Q1. Which resources and services are the most important to our clients?
Purpose: To help determine what should be on the home page
- Q2. What attributes (organization) do clients prefer?
Purpose: To organize home page resources based on client preference
- Q3. What vocabulary would clients use to describe the attributes?
Purpose: To provide home page terminology that clients prefer

2001

Methodology

- Feb-Mar
Feb-Apr
Mar
Apr
Apr-May
Apr-Jun
Apr
Jun-Jul
Aug
Sep-Oct
Oct-Nov
Oct-Nov
Nov-Dec
Nov-Dec
Dec
- Develop research proposal
Research literature
Identify most used resources
Define client profiles
Develop study process
Invite and select participants
Select resources for card sort
Test and refine process
Conduct study with thirty participants
Analyze data
Finalize home page design
Release beta test
Invite and incorporate feedback
Release final version
Share study results

Participant Tasks

- 1a. Sort 79 cards, pre-labeled with selected library resources and services, into three groups:
 - Those used at least once
 - Those never used but recognized
 - Those neither used nor recognized
- 1b. Create a card for any frequently used work-related Web resource not included in the packet.
- 1c. Working with the cards identified as resources or services used at least once, label each as D (daily use), W (weekly use), or O (occasional use).
2. Using cards representing resources and services identified as being used or recognized, sort the cards into meaningful concept groups.
3. Create a label for each of the sorted groups.

Study Results

- Participants sorted resources and services most frequently by format, followed by subject.
- Participants approached groupings or categories very broadly.
- Similar category descriptions (labels) meant different things to different participants.
- Participants differed in their choice of categories for identical resources and services.
- Individual ejournals and tools to help locate and use ejournals effectively were valued highly, along with major resources such as MEDLINE and MICROMEDEX.
- Participants indicated high use of information tools that described Library services and facilities.

Examples of Data Analysis

Top Five Web Resources From Link Usage Data

MD Consult	PubMed
MICROMEDEX®	Web of Science®
Harrison's Online	

Concept Groups Most Frequently Created by Participants

Library Services
Books
Journals
Campus Directories/Communication Tools
Reference (General & Medical)
Subject (by Topic & Medical Discipline)
Science
Clinical Medicine
Search (Databases)

Outcome

- Added direct links to the most frequently used resources and services (Q1)
- Created a "Top Ejournals" category for the home page (Q1)
- Moved the "Library Services" category to a more prominent location (Q1)
- Reorganized resources and services based on categories most often cited by participants (Q2)
- Added resources and services to multiple categories to address the diverse approaches clients took when seeking information (Q2)
- Established customized "reference" categories for medical and scientific resources and services (Q3)

New Home Page

