



CREE User Requirements

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Homerton College



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Excellence

- Contextual Resource Evaluation Environment
 - Part of the JISC Portals Programme
- Evaluating the use of Internet search tools in portal and non-portal contexts
- Two strands
 - Technology development and testing
 - User requirements gathering and analysis

CREE: a partnership

JISC

- e-SIG, University of Hull
- OUCS, University of Oxford
- EDINA, University of Edinburgh
- Archaeology Data Service, University of York
- Newark & Sherwood College
- instructional media + magic, inc.



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Search tools

JISC

- CREE examined examples of different types
 - Library catalogue (University of Hull)
 - Bibliographic resource (zetoc, GetRef)
 - Subject resource (Archaeology Data Service)
 - Reference resource (Dictionary.com)
 - Web resources (RDN)
 - Internet search engine (Google)



Search tools in context

JISC

- Usually accessed via home website
- CREE examined access in different contexts, away from home website
 - Access via a local, e.g., library, web page
 - Access via a virtual learning environment
 - Access via an institutional portal
- Taking search tools to the user



User-led development

JISC

- Technology exists to allow access to search tools in different contexts
- User input can guide technology development
- Identify search tool use issues
- Ensure that services delivered meet user needs



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CREE user requirements

JISC

- Sought to inform development
- Also sought to discover patterns of use of search tools
 - Why tools are used and why they are not
 - Barriers to usage
 - What users like
- Inform how library delivers services



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Methodology

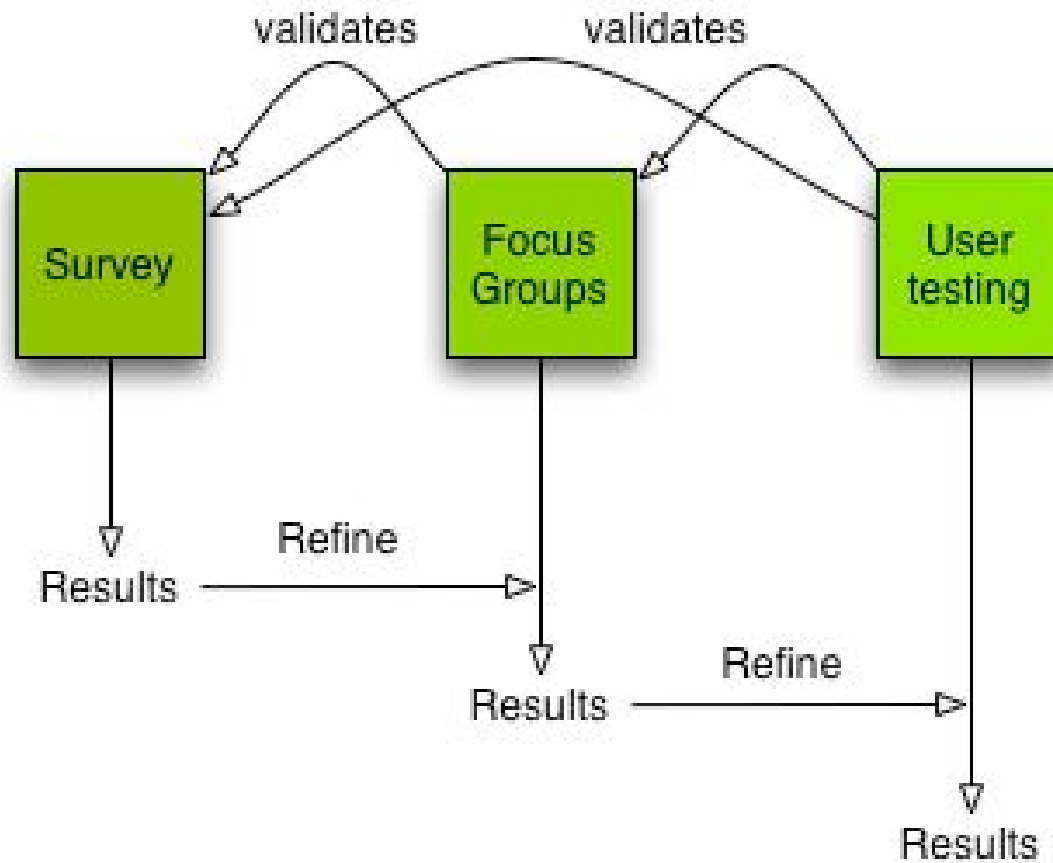
JISC

- Survey
- Focus groups
- User testing with demonstrators
- A range of methods to enable cross-checking and validation (or not!)



Methodology process

JISC



CREE Survey

JISC

- National survey carried out
- September - October 2004
- >2000 responses analysed
- Used Multimedia Flash-based card sort toolkit
- iPod draw incentive



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Card sort toolkit

Reset

Not Necessary	Unimportant	Important	Very Important
	Card 2 Card 4 Other library catalogue(s) first	Card 3 Card 5 Subject specific resources first	Card 1 By relevance ranking - best matches first

Card 6
By date of publication - most recent first

5 / 6

If you were able to search more than one online resource at a time, what priority would you give to the order in which your search results were displayed?

Next



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Lessons learned

JISC

- Pros
 - Timing, incentive, style of questionnaire
- What we have learned
 - Multiple survey versions need careful consideration to enable easy analysis of results
 - Advertising the survey needs planning to enable fair representation across all user groups



CREE Focus Groups

JISC

- 13 groups held: 6 staff and 7 student
 - >60 people from across disciplines
- University of Hull and University of Oxford, Newark and Sherwood College
- Testing results from the survey
- Gathering experience and views in depth
- Amazon vouchers/lunch incentive



Lessons learned

- Pros
 - Gets users involved
 - Provides more in depth reasoning behind preferences
- What we have learned
 - Need to profile users to ensure accurate representation of views
 - Valuable to time focus groups around university timetable

JISC



CREE User Testing

JISC

- Three fully-functional search interface demonstrators built
 - Library web page
 - VLE
 - Institutional portal
- >60 participants
- Have a play and complete questionnaire with facilitator present to assist



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Demonstrator Interface

Collaboration & Learning Environment

Logout

Computer Science Maths Biology French American Studies

- Home
- Membership
- Schedule
- Resources
- Course Information
- Discussion
- Library
 - Catalogue Search
 - RDN Search
- Announcements
- Worksite Setup
- Worksite Setup
- Account

Search Tool

Library Catalogue

Search Library Catalogue

Search the library's holdings for books, eBooks, digital records, images, periodicals, and more.

Title All Libraries Search

[Advanced Search](#) [Author/Title Search](#)

Search Tool

Google



Google Search

the web pages from the UK

Search Tool

zetoc General Search

zetoc General Search

Enter your search terms in the form below.
You do *not* need to enter terms in every field.

All fields:
Title:
Author(s):
ISBN/ISSN:
Year published:

Search Tool

ArchSearch



ArchSearch
Remote Search Interface



Search: Keyword

Search Tool

Dictionary.com

Search Dictionary.com

Search: Dictionary.com for



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Lessons learned

- Pros

JISC

- Users valued seeing what is possible (rather than offering theoretical views)
- Increased awareness of what Library might offer

- What we have learned

- Option for remote completion of questionnaire needs consideration
- Length of time the testing will take needs trialling



Outcomes

JISC

- User requirements work has provided good background knowledge on which to base technical developments
- Resources can now be focussed on what we know users would like to see
- Users feel part of the development process and like feeding their views into this
- Validation and refinement process works



Institutional benefit

JISC

- Project had a focus on gathering user requirements
- The work has rubbed off elsewhere in the institution
 - Library usability work
- Exploring more formal user feedback mechanisms to increase involvement



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Questions?

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CREE Project (including full results)

<http://www.hull.ac.uk/esig/cree/>

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Thank you

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