

Personas and Scenarios

Kresge Library Website Evaluation

Assignment #3

SI 622: Evaluation of Systems & Services
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Project Client:

Kresge Business Administration Library
Ross School of Business, University of Michigan

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Kresge Library Website Evaluation

Overview: The Product

The Kresge Business Administration Library (Kresge) website is intended to serve the student population in fulfilling their research and information needs. The website provides access to several industry related databases as well as campus-wide resources including *Mirlyn* and *CTools*. While the students are the intended target audience, the website's terminology and structure is largely influenced by librarians. As a consequence, students often find the website difficult to traverse and do not easily relate to concepts such as *Collections* and *Reference Materials*. The purpose of this group project is to evaluate the navigation and infrastructure of the website in an effort to ease the burden of students in locating resources necessary for their coursework, job search, and other tasks.

Overview: Personas and Scenarios

The group members evaluating the Kresge website spent several sessions with target individuals interviewing them about their background and use of computers, the Internet, and specifically the Kresge website. During the interviews, which were often conducted as a group, we asked each subject about their experience with the Kresge website and had them walk us through some typical scenarios for accessing databases, articles, and other online resources. We targeted Ross Business School students as well as those taking courses at the school as cognates for other programs. Additionally, we interviewed a Kresge librarian and a librarian not employed by Kresge in order to gain a more rounded account of how librarians use electronic resources to assist students.

Our focus for the website evaluation is the ease in which the navigation and website hierarchy, or information architecture, can be used to most effectively locate the intended information. For this reason, we focused on undergraduate students and other individuals who have not used the Kresge Library website for an extended period of time. Their fresh view provided us with a more valuable perspective on how easy it is to navigate the website and understand the terminology and structure.

From the information we gathered from seven interviews, we created three personas and two scenarios, which are meant to reflect the typical user and usage of the Kresge Library website. While acknowledging that more interviews would have helped us develop more precise reflections, we feel that given the constraints of the task, we were able to effectively represent the average user and how they most often employ the website. Both the personas and scenarios will be utilized as we continue to evaluate the website. They will provide us with a point-of-view that is unique to the Kresge Library audience and will help us better tailor our analysis and recommendations with their needs in mind.

Kresge Library Persona – Kent Turner



Background

Kent Turner is a 20 year-old sophomore from Cincinnati, Ohio. He is a full-time marketing student at the Ross School of Business. Although not currently employed, he enjoys staying involved by participating in student groups such as UMBSA and the Marketing MBA Club. He likes living on-campus due to his tight daily schedule. Kent spends a lot of time studying and attending classes, seminars, and attending organization planning meetings and events. Most of his course assignments are case-study or case-analysis, so he doesn't have many long papers to write. Kent uses a Lenovo T60 E series laptop with high-speed, wireless Internet access at home and around school. When he has spare time, he enjoys reading, running, and playing with his cat Mable.

Comfort Levels

Computers
MMM

Internet
MMM

Online Research
MM

Web Usage

Kent first started using computers in elementary school. He is comfortable with most common applications, but he takes his computer to the shop for maintenance and repairs and often calls a buddy for complicated installations. He typically spends between three and four hours online daily—mostly studying, researching companies, and socializing with friends.

Online Research

Kent likes using Google and Wikipedia to research the latest marketing news and cases. Kent is hoping to get an internship at a top consulting company this summer and often uses databases such as Vault and Monster to find information about companies and preparing for interviews.

When researching online, Kent sometimes uses the Kresge website and other campus libraries websites. However, he often finds the interfaces confusing and time-consuming. Kent wants a website to be simple and straightforward so he can efficiently locate the information he is seeking. When Kent can't find something on Google or at the Kresge website, he usually emails one of the Kresge librarians for help.

Kresge Library Scenario – Kent Turner

This morning Kent had to be polished and ready for class at 9:00 am. He wanted to look nice because that afternoon his class would have a guest speaker from JWT, an advertising firm with an office in Chicago. After class, Kent grabbed some coffee and pulled out his laptop in the lounge. He wanted to find out as much as he could about JWT before that afternoon. Kent was hoping to pin down a summer internship soon, but wanted to make sure it was with the right company.

Kent pulled up the Kresge website to access the databases to find out about JWT. He'd used the databases once or twice before to look up companies, but he wasn't sure where to find info about JWT. He remembered someone showing him how to look up a map of the databases—but there didn't seem to be a link to this from the *A-Z Database*. Kent moused over the headings until he found *Database Finder* under the *Research Tools* heading, and then clicked to try this out. Unfortunately, he didn't have much luck there. The database didn't find any of the search terms he tried: JWT info, JWT, advertising agencies, company information.

Kent felt he had wasted enough of his time, and send an email to the address on the website. The librarian who replied suggested he try either the *WetFeet* or *Vault* database to find the information. From there, Kent was able to find the information he needed about JWT. He attended his afternoon class prepared with his resume and a good stock of insights about what working for JWT might be like.

Kresge Library Persona – Marcy Langley



Background

Marcy Langley is a 23 year-old, graduate student at the University of Michigan's School of Information. Just prior to starting her masters program, she received an undergraduate degree in liberal arts from the University of Michigan as well. Now in her third term, she is fulfilling a cognate requirement at the Ross Business School where she is enrolled in a course on Information Systems.

Comfort Levels

Computers
MMM

Internet
MMMM

Online Research
MM

She is single and lives alone near campus, but is far enough away that she isn't distracted by the noise and nightlife. Marcy works full-time in the Detroit area as an intern for the usability department of an online insurance company. When her hectic schedule permits, she enjoys cooking, relaxing in front of the television, and spending time with her little sister who is eight years-old.

Web Usage

Marcy has been using computers since an early age, approximately middle school. She relies on them heavily for work, school, and communicating with friends and family. On a typical day she will spend more than eight hours—between work and home—in front of a computer. She has two years of experience in programming but doesn't consider herself an expert. She understands how websites are built and can often identify the underlying technologies that power search tools and other online resources. She likes websites that have a simple interface and straightforward navigation so she can find the information she needs quickly.

Online Research

When doing research for a class assignment, Marcy often relies on electronic resources since her schedule doesn't permit her much time to use campus libraries. Since she has been a student at UM for several years, Marcy has grown accustomed to a particular search process which begins with the UM library portal website. From there she will often go directly to ProQuest or InfoTrac. For general information, or when she is having trouble locating information through the databases, Marcy will use Google.

Kresge Library Scenario – Marcy Langlely

It was the third week of the winter semester and Marcy had left work and was headed to her 5 o'clock, Tuesday class at the business school. The professor assigned a reading from "The Ethical Challenge: How to Lead with Unyielding Integrity," and told the students it was available electronically at the Kresge Library website. Marcy was a little annoyed—usually professors put things like this up on CTools. Since she had some time before class she stopped by the Kresge library to print out the reading. She opened up the web browser *Firefox* and typed *The Ethical Challenge* into the search box on the Kresge homepage. She hit enter, but it just cleared the search box. On the second try, she clicked on the *Go* button instead and this took her to the catalog results. The top result was the book she was looking for—it even showed that it was the electronic version of the resource. She clicked on the title which took her to a catalog entry for the book (not the resource itself as she was expecting). From there she could see several listings for the title, so she clicked on the call number link next to *Net Library*, but this just refreshed the page. By now Marcy was a little irritated that it was so much hassle just to open the document. She read over the page and realized there was a link to preview or *check out* the book from *Net Library* above the listing of each copy of the book available at Kresge.

Marcy found this all very frustrating. She has a full-time job and classes to attend and has limited time to search for reading assignments. On top of that, her web-usability experience makes her very short-tempered—she knows she is computer savvy, especially compared to the average user, so if she has a hard time navigating, she knows it must be even more challenging for the average user. Marcy feels more comfortable finding resources through Google or databases such as ProQuest and InfoTrac. She know how to maximize the efficiency of these resources by using advanced search queries. Having a system that is easier and faster to work, unlike her experience with the Kresge website, helps Marcy make the most of her spare time.

Kresge Library Website Persona – Jessica Austin



Background

Jessica Austin is 45 years-old and was born and raised in New York City. She moved to Ann Arbor four months ago to be closer to her daughter, who is a freshman at the University of Michigan. She works as a reference librarian at the Kresge Business Library. Her background as a School of Information graduate from the University of Washington and as a corporate librarian at IBM helped her qualify for the position.

Comfort Levels

Computers
MM

Internet
MMM

Online Research
MMMM

During a typical workday, Jessica is seated behind the reference desk and has a computer at hand to help with questions from students. Students often approach her requesting information and handouts on the library or directions to a conference room where interviews are taking place. Less often, students will ask for help with a research topic and for advice on which databases will best suit their needs. Jessica enjoys these latter inquiries the most as they give her a chance to share her expertise and knowledge.

After work she has a ten minute walk to the apartment she shares with her daughter. She and her daughter try to find time to sit down together for dinner so they can catch up and share their days with one another. During the rest of her evening Jessica unwinds with a good book or sometimes she will go to the movies with her daughter.

Web Usage

Although Jessica has a degree in library sciences, when she went to school the Internet was just beginning to become popular. She knows how to use computers and the Web, but she tends to stay within her comfort zone. She has a set of websites that she has been using regularly for research over the years and doesn't explore much for new websites. She doesn't do much leisure browsing and only checks her personal email account occasionally. For the most part, she uses her work email for quick messages to friends and family but prefers to make a phone call instead.

Online Research

When she began working at the Kresge library, Jessica had training to orient her to the different electronic resources offered on campus and those specific to Kresge. She has been using them for several weeks and feels comfortable navigating through the different websites and databases. She uses the Kresge library homepage to locate databases by subject and by name. When she is answering a question from a student, she will often share her computer monitor with them so they can see how she found the resource they need.

Kresge Library Website Evaluation

Summary

The personas and scenarios developed for this task will act as a source of reference in the continued evaluation of the Kresge website. They provide a representation of both the intended audience and how that audience is most likely to utilize the Kresge website. As we continue our evaluation, we will continue to reference these tools in order to help us have an unbiased approach in developing recommendations that best serve the target audience.

Appendix

Notes: User 01

1. Graduate student at University of Michigan
2. Studying Human Computer Interaction at the School of Information
3. Last semester (graduating)
4. Taking a cognate course at the Ross Business School, (BIT 551)
5. Enrolled in a total of four classes
6. Works part time
7. Single and lives with a roommate
8. Lives on North Campus
9. International student
10. Currently in the process of finding a job
11. Very technologically savvy
12. Has 4-5 years experience programming
13. Constantly on the computer
14. Does most of her research online instead of at the library
15. Relies on Google more so than Mirlyn
16. Has a laptop; doesn't bring to campus often
17. First time user of the Kresge Library website
18. Course at Ross doesn't rely on online materials; all class materials are provided in the coursepack
19. Course consists of case analysis and all supporting materials are provided by the instructor
20. Initially needed help in setting up wireless service since user is not enrolled full-time at Ross
21. Course has a group project; user's group is looking at a new system used by Ford Motor Co. for tracking all the components and associated costs involved in producing a given car. System tracks everything down to the nuts and bolts to get a complete and accurate account of costs associated in manufacturing. Group is looking at how effective the system is and in general the project is on how technology influences business.

Notes: User 02

1. Graduate student at University of Michigan
2. Studying Human Computer Interaction at the School of Information
3. Enrolled in three classes this semester
4. Taking a cognate course at the Ross Business School, (BIT 551)
5. Has one more semester to complete before graduation
6. Works full-time in the Detroit area
7. Commutes between work and home/school
8. Lives near campus (10 min. drive)
9. Single, lives alone
10. Has a laptop (often brings to campus) and desktop which is less reliable
11. Has some programming experience (about 2 years)
12. Is constantly on the computer: at home, school and work
13. A Detroit native
14. Is in a commuter relationship
15. Received undergraduate degree from University of Michigan
16. Course at Ross doesn't rely on online materials; all class materials are provided in the coursepack
17. Course consists of case analysis and all supporting materials are provided by the instructor
18. Does most research online
19. First-time user of the Kresge Library website
20. Initially needed help in setting up wireless service since user is not enrolled full-time at Ross
21. If doing research for another class will go to the UM Library portal page and select ProQuest or InfoTrac from the directory.
22. Relies on SIGCHI papers for research papers and will search for them directly on their website or through the UM library hub
23. User was asked to use the website to locate the course materials for the class in which he/she is enrolled. Started by looking in the "Collections" and after not finding a link that will meet needs, goes to "Library Services" and selects "Course Materials" User is not entirely confident what course materials are (possible vocabulary problem?) Finds the search path to be a dead end. Returns to home page and goes back and forth on the top navigation to look for another path. Never looks at the home pages secondary links; only those in the horizontal/dropdown navigation. Goes to "Course Reserves" under "Library Services" and selects "Course Reserves by Course" Enters 551 into the search box which returns a list of instructors. Selects instructor and website returns two materials for course. Link to materials ends up being a broken link.
24. User struggled to find a search path that made sense for finding the requested information. Ended up making best guesses and then retracing search path and starting again until the information was located.

Notes: User 03

1. User works part-time at the Ann Arbor District Library as a sub-librarian
2. Works full-time at UM as an archivist at the LSNA Center for African-American Studies
3. Single mother of two children, 13 and 18
4. Youngest child is involved in many extra curricular activities which keeps the user busy such as music (flute) and acting
5. Eldest child is currently preparing to enroll in college this coming Fall
6. Lives near downtown Ann Arbor
7. A typical day at work involves organizing collections (processing) and fulfilling research inquiries as well as administrative responsibilities such as attending staff meetings
8. CAAS has a very old/static website that does not provide much help to patrons for research; user must provide an electronic copy of the center's assets to patrons at their request; most patrons are from Europe as there is a great interest in American Jazz in Northern and Western Europe
9. User used to program many years ago but got burned out; now user does not use a computer for personal/leisure work; has a very old computer at home and no internet service
10. Does not like computers
11. User has never used the UM Kresge Library website before
12. Has used the Kresge Library website at Wayne State University, Ypsilanti Public Library website, UM Library portal and Mirlyn, and Seattle Public Library website
13. Has used the UM library portal website to look up books for patrons of AADL. Will locate call numbers for patrons who will then walk over to the library to pick it up
14. Used the Seattle library's website to find a book to read for leisure while visiting. Was curious how easily it would be to locate a physical copy of a book because of the unusual setup of the library (9 stories that is a spiral). It was an experiment to see how easy she could locate the book, which proved quite difficult.
15. Has used the Ypsilanti library's website when helping visitors of the AADL locate books and call nos. if they are residents of Ypsi and not AA
16. Used the Wayne State University library to research books, magazines, articles. Used it for eResources
17. Prefers the interface of Mirlyn because user has found it to have the easiest interface - "straight forward" with no unnecessary/distracting content. User likes it because it is strictly a search tool
18. First impressions of the Kresge website is that the user likes the layout because there is lots of whitespace
19. Things user wants to find are highlighted ("Research Tools") which makes it easier for the user
20. Likes that the logo is unobtrusive
21. Likes that the search box is right in the middle and doesn't have to search for it
22. Asked user to utilize the website's resources to locate an article on Enron. First thoughts, maybe to look for a book, goes to "Research Tools," but then goes down to Find.It.Fast. Decides to try this first to see what will happen. Spends some time before starting search trying to figure out what the best search path will be. Goes to Find.It.Fast but after

spending some time doesn't think that it is a good spot and returns to the home page. Tries the database finder under Research Tools. The Flash plugin doesn't display so the page appears to be missing content. Returns to the home page and looks at the dropdown list of databases in the search box. Considers try econ lit or economist. Decides to use Business & Companies Directory. Has trouble accessing it because of insufficient privileges. Goes back to home page and chooses the A=Z database. Likes it because it provides a description/context to what each database provides.

23. When asked about the labels for the navigation, user felt that they made sense and were easy to use/navigate
24. Used a combination of the dropdown menus and redundant links on the home page
25. When asked what user would expect to be listed under Research Tools, user said databases and electronic resources but not necessarily MelCat
26. When asked what user felt was the most common problem experienced by AADL patrons in using their online catalog, user felt it was a terminology/vocabulary problem. That the subject terms and way in which items were cataloged was not intuitive and that the terminology was too much of an authority vocabulary set than what most users are familiar with; feels that search terms are too sensitive and difficult to use for novice/beginner users - not well-defined for the average user

Notes: User 04

1. U04 is a reference and faculty research librarian
2. Has been working since December, 2006
3. Worked as a corporate librarian, earlier
4. About 80% helps students with instructions or for reference
5. About 20% does faculty research
6. Instructions sessions may be about how to find databases, market research on website.
7. Uses kresge website to access databases and catalogue, so for informational purposes
8. Help students looking for handouts from classes
9. In one instance, a student asked for oil and gas pricing, so helped by sitting the student down, used the search tool, and use discretion to point out the right database for the particular question, and stop.
10. Does not give out the whole list of articles for student...way too much.
11. Gets a lot of questions online, also, whether through IM (a lot of students registered) or website, or direct email.
12. Gets about 20 questions through kresge website, about half of them junk mail/non-database related questions
13. They may be asking about course reserves, which database to look at for certain types of information, etc
14. Not many questions nowadays, but during midterms, high volume of questions come through.
15. Librarians at Kresge are designated to certain projects, and for example, MAP, Multi-disciplinary Action Project, where industry hires business school students to do market research for them, and they ask librarians a lot to get information off of kresge/web
16. So about 90% ROSS students, 10% non-ROSS students ask for help, most of the ROSS students that ask for help is from MBA, then BBA, then PhD.
17. More of BBA students are asking for help, because of the way their courses have changed a bit, more geared towards research, and they ask more basic questions than MBA students.
18. PhD. Students, maybe because there aren't that many to start with, and also they probably know what they are doing, more so.
19. Thinks the website was fairly easy to use from the start, likes the links and all, but think that the information needs to be updated (Sees a lot of holes, such as databases that should be there, but aren't, etc)
20. One thing U04 finds interesting/not so intuitive, is the database finder java applet, because maybe it's hard to use and has some databases missing, but has the impression that students love to use it.
21. U04 thinks that the it maybe they could find all the information without librarians, but it would take them much longer if they were on their own, because of the magnitude and volume of databases listed in the site.
22. Some of the databases, strictly needs librarian's access to get in, so then students need to come to U04, or other librarian.
23. U04 just moved from Boston with her daughter.
24. Is a school of information graduate
25. Family lives in Ann Arbor

26. Goes to nephew's basketball games on Saturdays
27. U04's daughter goes to UofM
28. Doesn't have a car, so have to walk home, but home is near campus, so that's fine
29. Works til 7
30. Likes sports, watched basketball game, wants to watch football
31. Goes to B-school talks, because of personal interest, but also helps with her work here, because gets to know students.
32. Socializes with B-school students, such as casino night, went there and had fun.
33. Really interested in connecting with B-school students because have to work with them constantly.

Notes: User 05

1. Sophomore undergraduate student at Ross Business School concentrating in Marketing
2. Enrolled full-time, six classes for a total of 14 credits
3. Spends about two hours on the Internet each day doing a combination of school and leisure
4. Relies mostly on Google for searching information and uses Wikipedia, informally, as a quick resource for information
5. Feels that Google is the most helpful for searching for information to help with coursework and research
6. Has never used the Kresge library website for research
7. Has used the website to look up the hours of operation
8. Overall satisfaction with the website, after initial introduction is a 1 out of 5 because "everything looks the same" and feels that the home page inundates the user with too many links and information
9. Feels there are a lot of listings and isn't sure what they are about
10. Feels all links are on one page and they should be broken up with description to guide the user about the purpose of the page or resource
11. Hasn't ever consciously navigated to the website before as a resource
12. For coursework relies primarily on CTools for materials
13. Last semester was given an research assignment but all materials were supplied by the instructor and so no external research was required
14. Doesn't use the Shapiro library's website but does use the physical space for studying, much like the user's use of the Kresge library's space
15. Doesn't use Mirlyn or Search Tools much
16. Does not have any papers to write this semester. Feels this is typical for the business school since most courses are taught analytically
17. Any secondary sources for class assignments has thus far been provided by the instructor of the class
18. Asked user to seek information on Enron from the Kresge library home page. User went to the "Research Tools" and Database Finder but had no idea what the Flash component was meant for. Played around with it for a little while but didn't end up using it to find location of information. Felt it was very confusing.
19. A typical day involves the user waking up, getting ready and heading off to class. Between classes the user will grab lunch, possibly at the Fish Bowl and may check email. If time permits, the user may email/chat casually. Classes usually end around 4 PM after which the user will go to a coffee shop to study or may attend a club/organization meeting. After meetings the user will go online for social, leisure, or school purposes.
20. The user is involved in many extra-curricular organizations such as cultural, MBW (Women in Business), and volunteering.
21. Has class five days a week
22. Does not work
23. Lives on campus in the dormitory with one roommate
24. A Michigan native with family within 45 minutes
25. When asked what resource/website the user likes the most for coursework and research, user responded that CTools is the best because it easily divides everything into clear categories based on classes. Uses folders and makes it easy to figure out "what goes where."

Notes: User 06

1. Use Kresge very little, even know it might be useful for studies or research.
2. Use Kresge mainly for researching companies by looking at their employee surveys
3. Show us how he/she finds Vault Online Library, also mention that's what he/she generally does if he/she uses Kresge.
4. Always just use the database listing because employee surveys are there. seldom use other resource.
5. He/she can get access to course materials or readings directly through CTools, so have no motivation to look for sth from Kresge
6. He/she also could get know how to get access to course related information from professors and peers
7. Doesn't notice the differences between new layout and current layout of the Kresge homepage, since he/she doesn't think they look quite different 8.seldom dose research, most of his/her coursework and assignments are case-study or case-analysis so it seems no need to explore Kresge
8. Sometimes use MIRLIN for searching information for paper, but quite often
9. Full time student, typically just busy with classes and meetings--no matter with companies or with classmates
10. Have no work currently, but is helping with some student organizations
11. Although know Kresge might be helpful for papers or research and he/she might need to use it in the future, currently just no motivation to use Kresge
12. Mainly use Kresge on campus because some course materials could be only got access to on campus (i.e. JSTOR)

Notes: User 07

1. User is a marketing MBA student in her/his first year at Ross. She/he is married and commutes to go to school.
2. Monday through Friday, her/his day usually starts at 6 am, she/he arrives at Ross by 8 am to prepare for class at 9 am. She/he is usually done by 4 pm, unless she/he stays for a meeting or Happy Hour some Thursdays.
3. User usually uses the Kresge website for just a couple of reasons: either/his to check the hours and contact information for Kresge or to get to one of the databases to find company information about potential employers.
4. User usually uses the navigation headers to get wher/hise she/he needs to go. She/he has the route to the databases memorized. She/he had never noticed the drop-down link to the databases on the main page.
5. She/he uses Kresge to find: company, social, and industry info.
6. User has tried to use the database finder, but finds it un-useful. Searching for non-profit yielded no results. She/he ended up emailing Kresge for help.
7. User didn't know how to find info about different databases other/his than from Professors.
8. She/he doesn't think that the navigation headings are helpful. "Library Resources" and "Collections" seem interchangeable.
9. When guessing wher/hise the sub-heading links would take you, she/he presumed that they would basically take you to the same place. A-Z would be the same as Database Finder, etc. She/he assumed the two sections of collections and library resources were different ways to search the same things.
10. She/he finds the staff at Kresge very helpful.
11. Lately, she/he uses Kresge 4-5 times a week. Usually it's only about once per week.
12. I noticed User try to click on the top level headings of the navigation (which aren't links).
13. She/he only realized as we went through things that all the navigation is completely duplicated on the homepage.
14. User expressed difficulty finding things in the catalog.