

## Interview for User Persona

Tuesday, Oct. 16th, 2012

Identifier: F12CHEMENG

**Amanda**

## History with the Library

First use was freshman year, using reserves section to check out textbooks. Not aware of new textbook app.

## Domain Experience and Knowledge

Power User.

Uses a couple of times a month. Last semester used more because doing research--articles for I ue-chem, fluid mechanics, fuel cell. Request many through MyILL.

Gets articles to read from advisor, but not complete citations, usually just an author, maybe part of a title. Finds the article in SciFinder, then uses the "citings" function to find other articles that have cited that item.

Gets to SciFinder through the databases page. Starts with an author search. If the author is prolific, she will use the title stub she has. May Google the author first, and the Google Scholar references generally come up.

Uses a lot of journal articles

Also uses JSTOR and ASP for humanities classes.

Gets started with Google: "it's probably just habit." Good place to start, simple list of results. You can go to Wikipedia and get the 'dumbed down' version, and then go find the scholarly articles with the details."

Our site: Finds pretty easy. Initially confused by IIT, I-Share and MyILL accounts.

Once or twice a semester or so will just search for leisure reading. Types a topic that she's interested into the OPAC search [How to search holdings? Maybe make a JS page that hides items based on the location?]

Most recent visit: check out book on Welfare system to learn more about watching a debate. Went to website from IIT.edu / quicklink, searched for "welfare reform" filtered by IIT location. Then picked up at the library. Wanted a book, not just an article "there's so much online." thinks of a book as an intro start-to-finish.

Has only asked for help at Circulation (directional?)

Would like a map. Didn't understand LC classification

Wants suggestions a "titles like" for leisure reading.

She uses Google when she's first starting research, or for non-scholarly topics "like a philosophy class" but expounds to say that philosophy and humanities interests tend to be more open source.

describing our site: "Practical. There's not a lot of doo-dads and random things that you don't need. And it's a lot of information and functionality crammed into a small space." Tiny print, difficult to navigate. Hard to learn the differences between i-Share and ILL.

Has had to explain to friends that they have to sign up for a SciFinder account before you can use it.

Other changes: would also like a "recently visited" section.

Has never used research guides

always have in sidebar: hours, sign-ins to i-share ill

fix: explaining the difference between i-share and ill

USABILITY TEST: have one page that has explanations in hover and one page that has a hidden box with a "what's the difference" link between them.

## **Goals and Behaviors**

Searches for an article in SciFinder, then uses the citations to do additional reading.

## **Attitudes and Motivators**

## **Opportunities**



# HARRIED JAVIER THE SPORADIC USER

- ◆ 20 years old
- ◆ Undergraduate Architecture major
- ◆ From Valencia, Spain
- ◆ Lives on campus

“I appreciate elegant, useful design. When I use something that isn’t constructed well, I get frustrated and lose interest.”

## About Javier:

Javier doesn’t understand much about the library or how to use its resources. Not because he’s not a serious student, but because he is. The architecture program at IIT is very rigorous. Second-year “archies” are scheduled for twelve **studio hours** per week, but Javier is spends much more time there working on his projects. He also has three other classes on his schedule.

## His Research Habits:

Javier uses the library for **precedent research**. This involves analyzing a particular building for its unique structural and design elements. His professors stress using the **Avery index**, but Javier doesn’t understand how **filtering** can give him the specific elevations, details, and plans he needs. He usually turns to Wikipedia and other external sites to complete his research.

Javier also uses library materials for his other assignments, such as writing a paper for a Sociology class. He has trouble finding his way around the website: there are too many links on the page, and some of the terminology is **confusing**. What’s the difference between searching for articles and searching for journals? Aren’t they the same thing? He has a hard time finding full-text items, so he uses the **catalog** to just look up books instead. The books he finds are mostly out of date, but these are for minor assignments so he isn’t bothered.

## His Suggestion:

As an architecture student, Javier appreciates good design and thinks the website could benefit from removing a lot of **extraneous material**.

## We Want Javier To:

- ◆ Create a library account
- ◆ Use the IIT catalog
- ◆ Understand the difference between the IIT and I-Share catalogs
- ◆ Use Research guides to find library resources
- ◆ Learn basic database concepts, such as filtering
- ◆ Reserve a study room

# Resolute Rebecca The Power User

- **Master's Degree Student: Molecular Biochemistry and Biophysics**
- **27 years old**
- **From Terra Haute, IN**
- **Lives in Bridgeport**

## About Rebecca:

Rebecca wants to heal people. Not by seeing patients as a physician, but by developing treatments that attack diseases at the cellular level. Her fascination with the natural world began in childhood; she once used to use a plastic magnifying glass to examine insects in her backyard but has now graduated to an electron microscope. Rebecca's Master's thesis involves examining the effects that differing levels of the dystrophin gene have on a cell's cytoskeleton. The work she's doing now might help develop a treatment for muscular dystrophy in the future.

## How She Works:

Rebecca wants to be sure that she's getting the best, most recent articles related to her topic, but she still uses **basic keywords** in her searches. She'll perform a search to find a list of relevant articles, then use the articles' **bibliographies** to find additional citations. She likes the simple interface of **Google Scholar**, and will often start a search there, then look for specific titles in the library's citation search page. Because she's so busy, Rebecca is a fan of anything that helps make her life easier and more productive. She stores most of her notes in Evernote because she loves the **synchronization** between her phone and computer; if she comes up with an idea about her project while running an errand, she can record it **in her phone** for later use.

## What She Needs from the Library:

Rebecca uses the library site to collect data for her thesis, primarily using the **Web of Science** and **SciTech** databases. Her advisor recommended that she review other **IIT theses** on her topic, and she does that when she has time while on campus. She has used **citation management tools** in the past, but feels that there is a lot more that she could learn. Rebecca would also benefit from instruction about how to set **database filters**, use subject headings and create email alerts for her topic. And as knowledgeable as she is about the library's research tools, Rebecca doesn't know about how to **optimize Google Scholar** to help connect her results to IIT's databases.



“My research is important to me. I want to make sure I'm using the library's materials effectively.”

## We want Rebecca to:

- ✓ Know what databases the library subscribes to
- ✓ Optimize Google Scholar
- ✓ Learn techniques like filtering, subject searching, and alerts
- ✓ Use the SFX link resolver
- ✓ Use MyILL
- ✓ Use citation software
- ✓ Submit her thesis to the IIT repository

# Content Inventory evolution

Item number	Equivalent Drupal Module	Notes	Page Title	Primary Tabs	Secondary Tabs	Current URL	New URL
36			Find It	Books	Books	<a href="http://library.iit.edu/books/">http://library.iit.edu/books/</a>	<a href="http://216.47.136.104/node/2546">http://216.47.136.104/node/2546</a> (iit opac) <a href="http://216.47.136.104/node/2524">http://216.47.136.104/node/2524</a> (i-share) <a href="http://216.47.136.104/node/2525">http://216.47.136.104/node/2525</a> (worldcat)
37		Contains dynamic content	Find It	Course Reserves	Find Reserves & Textbooks	<a href="http://library.iit.edu/reserves/index.php?tab=1">http://library.iit.edu/reserves/index.php?tab=1</a>	<a href="http://216.47.136.104/node/2522">http://216.47.136.104/node/2522</a>

Assigning unique identifiers and mapping new URL

#Heading	URL	Title	ID	Class
Find Articles & More	<a href="http://216.47.136.104/find">http://216.47.136.104/find</a>	articles	iit-gh-menu-articles	
-Column 1	<a href="http://&lt;menu-column&gt;">http://&lt;menu-column&gt;</a>			iit-gh-menu-grid-4
-Articles	<a href="http://&lt;menu-category&gt;">http://&lt;menu-category&gt;</a>			
--Quick Search (3 databases)	<a href="http://216.47.136.104/find/articles/quick-search">http://216.47.136.104/find/articles/quick-search</a>			
--View by Subject (COM, MMAE, etc)	<a href="http://216.47.136.104/find/articles/by-subject">http://216.47.136.104/find/articles/by-subject</a>			
--View by Type of Content (Standards, Theses, etc.)	<a href="http://216.47.136.104/find/articles/by-content">http://216.47.136.104/find/articles/by-content</a>			
--Find a Specific Article	<a href="http://216.47.136.104/find/articles/search">http://216.47.136.104/find/articles/search</a>			
--Request an Article Not Owned by the Library	<a href="http://216.47.136.104/find/articles/request">http://216.47.136.104/find/articles/request</a>			
-Column 2	<a href="http://&lt;menu-column&gt;">http://&lt;menu-column&gt;</a>			iit-gh-menu-grid-4

Creating an automated process for importing header items

#Heading	URL	Current Content reference number
Find Articles & More	<a href="http://216.47.136.104/find">http://216.47.136.104/find</a>	
-Column 1	<a href="http://&lt;menu-column&gt;">http://&lt;menu-column&gt;</a>	new
-Articles	<a href="http://&lt;menu-category&gt;">http://&lt;menu-category&gt;</a>	new
--Quick Search (3 databases)	<a href="http://216.47.136.104/find/articles/quick-search">http://216.47.136.104/find/articles/quick-search</a>	new
--View by Subject (COM, MMAE, etc)	<a href="http://216.47.136.104/find/articles/by-subject">http://216.47.136.104/find/articles/by-subject</a>	new
--View by Type of Content (Standards, Theses, etc.)	<a href="http://216.47.136.104/find/articles/by-content">http://216.47.136.104/find/articles/by-content</a>	new
--Find a Specific Article	<a href="http://216.47.136.104/find/articles/search">http://216.47.136.104/find/articles/search</a>	115
--Request an Article Not Owned by the Library	<a href="http://216.47.136.104/find/articles/request">http://216.47.136.104/find/articles/request</a>	88
-Column 2	<a href="http://&lt;menu-column&gt;">http://&lt;menu-column&gt;</a>	
-Journals	<a href="http://&lt;menu-category&gt;">http://&lt;menu-category&gt;</a>	

Mapping new header entries back to original content