MSLibrary User Study Report & Interview Analysis

Final Report/Recommendations

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# Survey Methodology:

The Microsoft Forms survey was sent to MS Library users through DLs, Yammer, and partner channels. We received 223 survey responses. Respondents answered the questions and answers were exported and collected in Excel.

Admin link to Form: [Help improve aka.ms/mslibrary for employees globally (Edit) Microsoft Forms (office.com)](https://forms.office.com/Pages/DesignPage.aspx#FormId=v4j5cvGGr0GRqy180BHbR4CzGqU5thNIhBqxQIo6O3hUOFBCUEE5NTFITVVXTVNYUlo3MThXWU9ZRC4u&Token=038a5e59a1d94e2fbd39e7ec4a0416b7)

Information on employees was collected in the following categories:

* Email
* Name
* Title/role and org
* Region/country
* Frequency of use
* Findability rating (1-5)
* Description of resources
* List of resources most commonly used
* Comments/feedback

# Thematic analysis from survey and user interviews:

User study deck: [Pre-study survey analysis report.pptx (sharepoint.com)](https://microsoft.sharepoint.com/:p:/t/LibArcFTEs/EdOk4csW6PZEu_6DI4c7lEsB8CacdVU1PaWgefuBvmrgKQ?e=0FUk61&wdOrigin=TEAMS-ELECTRON.p2p.bim&wdExp=TEAMS-TREATMENT&wdhostclicktime=1624400929583&PreviousSessionID=ac10a04d-468a-24e8-f22f-c64cb61a23cf)

Personas included in this deck (slides 47-49) and included in Appendix

The intent of the survey was to collect information from current MS Library users who would be to provide actionable feedback based on their usage of the library portal.

The initial themes identified using a [Mural](https://app.mural.co/t/mslibrarians4453/m/mslibrarians4453/1623256768501/a0025bfb731a79f498167cefe46003f4a700dbf5?sender=dd0eea94-9ca0-477c-bae3-be5e30e236bc) board included finding and searching on portal, library all-up, curation and collection development, findability with various content types, format type (physical v. digital), third party resources, physical libraries, email marketing, research, library orientation, front desk, access, frequency of use, and beyond the MS library. From these themes and related comments from the survey, we were able to create interview questions and after analyzing responses from our interviews we were able to expand upon five overarching themes.

# User Interview Themes:

# Search on MS Library

Overall, employees are satisfied with book search although searching across formats is difficult and there is a level of dissatisfaction with search related to research content.

Books: The employees we interviewed expressed they were able to find the books they were looking for but searching books across formats is difficult and it would be helpful to have a simpler, clearer way of displaying book formats with less repetitive content. Adding a filter for platform was mentioned along with the ability to sort for relevant content by format, date, and content type.

Research: Several users said they would like more research content integrated into search capability and a clear way to access it. It would be helpful to see what research is free versus what is behind a paywall.

# Simplification

Many employees requested a simplified homepage and mega menu layout. They still want to know everything the library has available, but the top-level menu is overwhelming. If there is a way to show more without scrolling on the homepage that would be helpful. Easier access to library staff contact information and who to reach out to for help as that is not immediately obvious. Simplified navigation on the library site and tagging for topic-based searching was also a frequently mentioned theme.

# Awareness/Promotion of MS Library

The employees we spoke with had many suggestions for increasing the awareness of the library and ideas for evangelism and promotion. Among the most common suggestions was a greater presence at NEO and having a benefits table at the end of the event. Other ideas included book clubs, mini libraries, parties at the physical library location, working with the Garage, increase attendance at all hands meetings across the company, continue to promote library orientation, and work to add more people to the MS Library email list. Our interviewee from China requested MS library emails in Chinese language in addition to more Chinese language books, which would increase usage and awareness of library.

# Content Availability

Overall, the customers we interviewed were satisfied with the content available on the MS Library platform. Their desire for change centered around the search capability of the content, particularly MR content and content from third-party sources; an integrated search functionality would be beneficial. Users would also like to see the search function allow for topic-based searching to retrieve MR content and journal articles. For example, one user searching for “exam development” would like results to show all content available including books, MR, and journal articles available. A clear indication of what content is available on which application was also requested.

# Beyond MS Library

Expanding beyond the MS Library will increase visible presence and will be particularly important in reaching the “occasional user.” There are many ways to expand beyond the library, but the actionable and most mentioned ideas included the following:

* Integration with Teams, including RSS feed that is personalized and topic-based
* Ensuring seamless access across devices so customers can access content with one button click
* Using the MS Library as a space to enable conversations and build community
* Integration with MyHub and allowing for issuance of books
* More visible presence on MSW

# Comments/kudos from survey and user interviews:

# *“The MS Library is a firehose of information, the most valuable resource at Microsoft and a main reason of staying at the company.”*

# *“A great resource with rich content.”*

# *“Keep going, a library is an essential part of our knowledge.”*

# *“Thank you for providing such an amazing service.”*

# *“The breadth and depth of available resources is incredible.”*

# *“Indispensable for my professional and personal development.”*

# *“I really appreciate having the MS Library and its rich contents available to me. For my role, this is key to my success. Thank you very much and great job!!”*

# *“The library is an undiscovered gem in the company.”*

# *Tells his colleagues: “Go to the MS Library … it has everything!”* APPENDIX

**Personas: available in** [**User Study Deck**](https://microsoft.sharepoint.com/:p:/t/LibArcFTEs/EdOk4csW6PZEu_6DI4c7lEsB8CacdVU1PaWgefuBvmrgKQ?e=p4Jfdo) **(slides 47-49)**

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