SI 622 TEAM ARBOR

Needs Assessment and Usability of Gale.com

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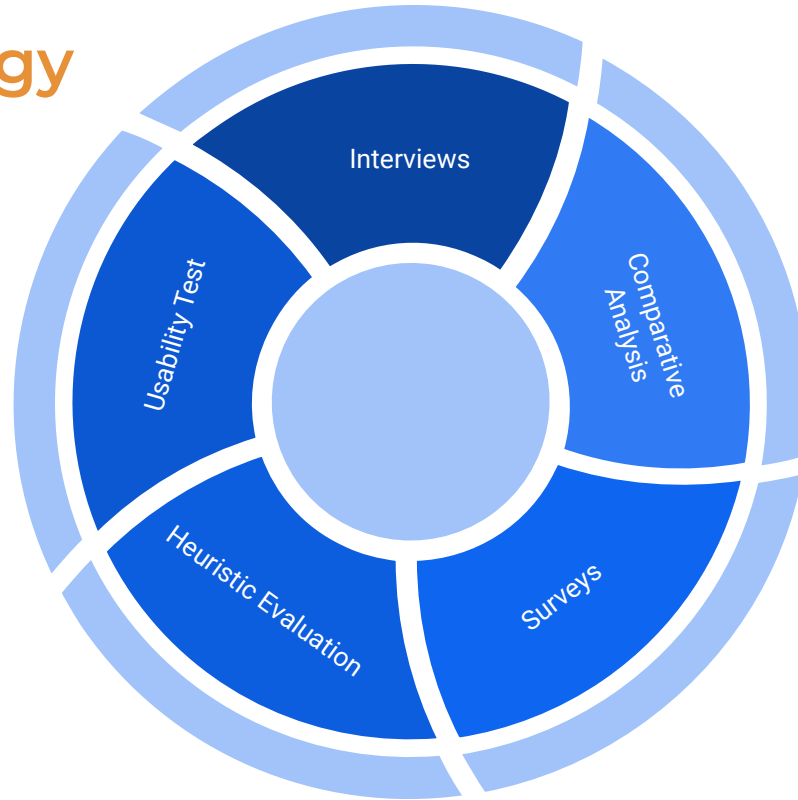Hannah Mullman

Overview

Goal: describe and evaluate the usability of Gale's eCommerce pages

Key Questions:
1. How do users navigate through the catalog?
2. What is the purchase process like from start to finish?
3. What do users really like about Gale's website?
4. What issues create pain points and potential drop offs in purchasing?

Methodology

Major Finding 1:

Users tend to purchase (various kinds of) books in bulk when they are purchasing for an institution.

Survey Respondents' Purchasing Behavior
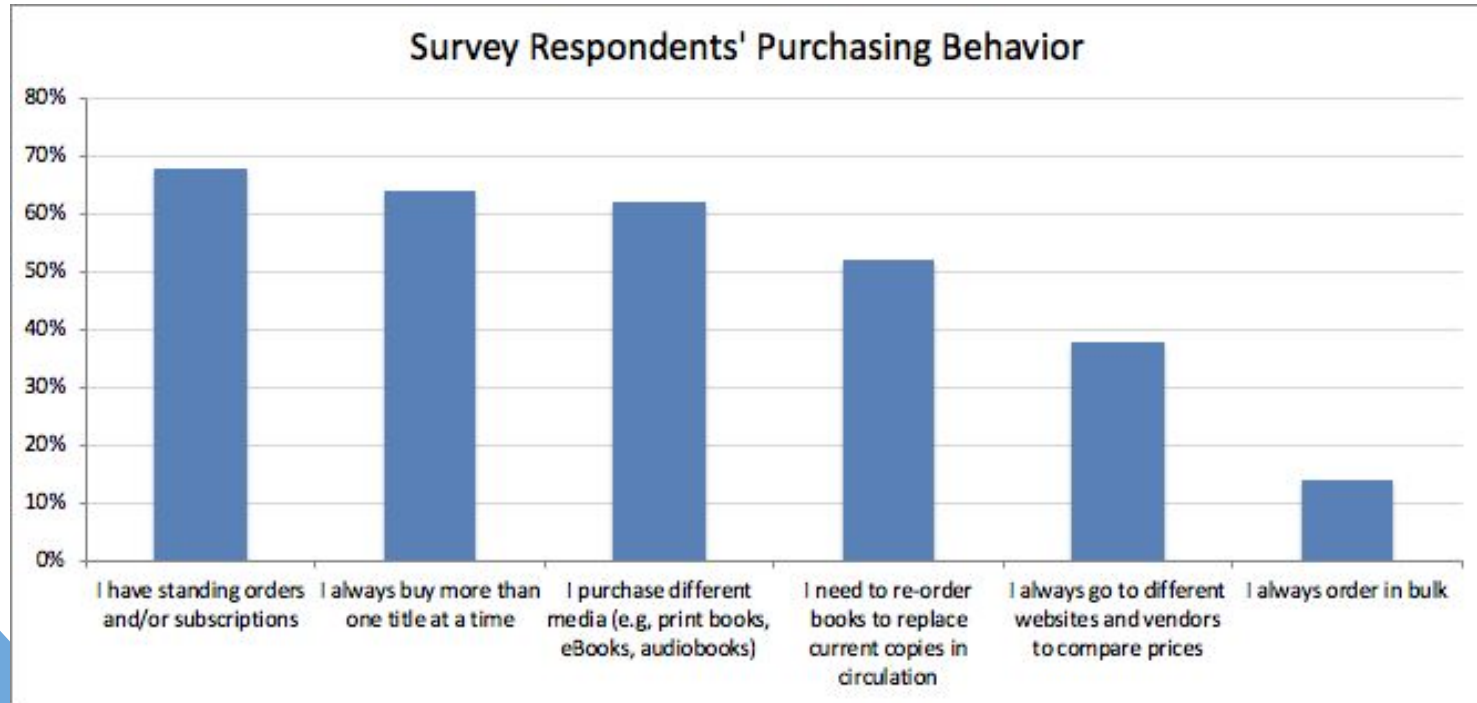
Recommendation 1:

Create a seamless purchasing experience by allowing users to **add multiple titles** and **quantities** of books to their shopping cart without interrupting their browsing.

Major Finding 2:

Users enjoy having a purchasing experience that is more aligned with the experience of purchasing in a bookstore.

      a.   Looking at recommendations of the books

      b.   Adding and removing things from shopping cart

      c.   Transitioning between wishlist and shopping cart

Recommendation 2:

- Consider adding features such as user reviews, book previews, critical recommendations, and links to similar titles the user might want to browse

- Make it easy for users to see (and edit) what is in their cart

Major Finding 3:

Users appreciate and use multiple kinds of guidance to make predictions about popular titles.

Recommendation 3:

- Provide recommendations on upcoming popular titles.
- Highlight books from the same series or by the same author.
- Add New York Times Bestseller list to help users filter search results.

Major Finding 4:

Catalog page looks and functions very differently from other pages.
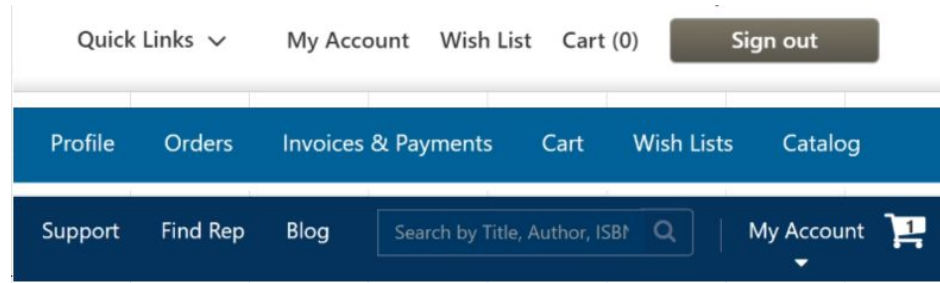
Recommendation 4:

- Adding a visible breadcrumb menu to inform the users about their status and to make the navigation easier
- Making the shopping cart representation uniform and adding an "add to cart" button in Gale's eBooks catalog to support a better purchasing process.
- Adding more visible descriptors or titles to differentiate the catalog .

Major Finding 5:

People appreciate the EZ Order feature since it helps them plan their purchasing more efficiently.

Recommendation 5:

Make EZ Order feature more accessible and visible to users by moving it to a more obvious position in the nav bar or combine it with the Advanced Search feature.

Thank You!

We will send the individual reports with more details about the methods and evidence on findings.

Please stay well and healthy!