

SWAN Catalog Usability Study

Introduction

SWAN is a not-for-profit library consortium that has been around 40 years. The purpose of the organization is to allow a group of libraries in the Chicago area to network in a large online catalog and perform day-to-day transactions within the library. The way libraries do this is to agree upon a software platform, which typically is with a single vendor that can provide back-of-the-house software tools, and the public facing catalog. SWAN is 77 libraries with 1 million registered patrons (libraries call its users, patrons). We are larger than the Chicago Public Library in terms of facilities, catalog size, combined annual circulation, among other metrics.

In April of this year we switched our vendor from Innovative Interfaces to SirsiDynix. The new catalog Enterprise provides us a lot of flexibility, more so than our prior one with Innovative Interfaces, but we are of course receiving a lot of feedback from library staff about the change. We are hearing from our libraries that the catalog needs to improve.

We decided to approach this from a perspective of what the library patron wants from the catalog, rather than what library staff think patrons want, and attempt to incorporate what we learn directly from the public. We envision a patron usability study maybe taking place twice: a "before" to gather feedback, and "after" once the changes are made. Having the study breaking out age groups could expose different reactions. We would like to have a portion or all of the study completed by the end of 2015. SWAN has a meeting with the 77 libraries scheduled for December 3, 2015 which will need to include an update on the usability study, if not the completed study.

Features of SWAN

- 77 libraries total: 2 special libraries, 2 community colleges, 73 public libraries
- One shared ILS software running on SirsiDynix Symphony
- Libraries participating share items in the catalog either through patrons visiting nearby libraries or using a delivery courier service;
- SWAN utilizes queues/wait lists for requesting materials which upon availability, can trigger a notice to the patron (text message, email)
- Each library in SWAN has a unique URL to Enterprise, which includes some customizations for that individual library, while retaining a combined collection of the 77 libraries

- Enterprise includes e-books supplied through a separate staff-only administrative interface called eResource Central; e-books vary per library as these are subscription based in regards to access
- Some content within Enterprise loads through other services SWAN utilizes, such as reviews and suggestions for similar titles
- 17 central staff employed by the SWAN organization administer the ILS & Enterprise catalog

Usability Study

The SWAN Enterprise catalog should be explored in some specific outcomes. We are approaching the usability study mostly as a way for a patron using the catalog from home to find what is available in the catalog, rather than using the catalog as a finding tool for material that is on-shelf.

1. Searching for book, movie DVD, or subject; determine if the results returned meet the expectations of the patron satisfactorily, and if unsatisfied, ascertain from the patron what would have been expected.
2. Placing a request, which will require having an online account (for SWAN this is a 14 digit library card number and a PIN, which we can provide)
3. Searching for an e-book, downloading it to a device.
 - a. iPad
 - b. Kindle
 - c. Other
4. Using the “My Account” to access options for the patron
 - a. Changing the account PIN
 - b. Reviewing Holds placed during testing are listed

Study Break Down by Suggested Age Groups

10 - 17 (years old)

18 - 40

40+

Deliverables

SWAN is planning to upgrade to a new version of Enterprise in November. We would like to begin testing with the public soon after in December. Some expectations we have for deliverables include:

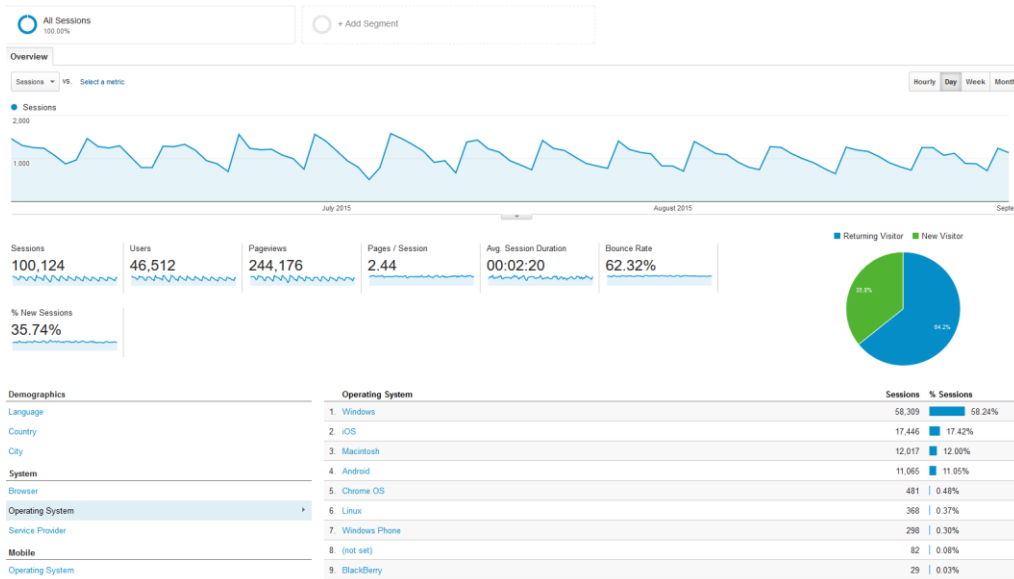
- Written report before March 1, 2016
- Recommendations

Feel free to include options within your proposal that may include:





- Wireframes of the catalog Website with solutions
- Examples of Website stylesheet design fixes
- Search design and configuration

Enterprise Usage

Google Analytics for May - August 2015



Detail on Device Usage

Operating System	Sessions	% Sessions
1. Windows	58,309	 58.24%
2. iOS	17,446	 17.42%
3. Macintosh	12,017	 12.00%
4. Android	11,065	 11.05%
5. Chrome OS	481	0.48%
6. Linux	368	0.37%
7. Windows Phone	298	0.30%
8. (not set)	82	0.08%
9. BlackBerry	29	0.03%