The Journey to Improve Digital User Experience

Yoo Young Lee  |  Digital User Experience Librarian  |  yooylee@iupui.edu

Indiana University Purdue University Indianapolis (IUPUI)

1 Evaluation

2 User Analysis

Google Analytics

- Most Visited Pages
  - Databases: 12%
  - Collections: 12%
  - Catalog: 11%
  - Guides: 9%
  - Libraries: 8%
  - Services: 4%

User Survey

- Main Reasons to Use the Website
  - 77% For Research
  - 49% For Practical Information
  - 53% For Course Assignments
  - 67% For Room Reservation

- Most Important Things for Users
  - Very Important: Find books, articles, and other resources.
  - Important: Find course-related materials.
  - Less Important: Get information on libraries’ location, opening hours, and contact information.

3 Design

- Library website as connection to library resources
  - Relevant and useful
  - Consistently ordered
  - Intuitive navigation

- Library website as information provider
  - Easy to use
  - Efficient search
  - Useful information

4 Test

- What to Improve?
  - Accessibility
  - Findability
  - Readability
  - Usability

Example: List of Subject Guides

Before

- Limited and outdated

After

- Updated and comprehensive

Well Connected with Resources
Get Help When Encountering Difficulties