

# Focus Group Feedback: How Students Feel about Primo

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ULMS Meeting  
CSU Northridge  
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CAL STATE  
**EAST BAY**

Photo credit:  
Facilities Development & Operations,  
CSU East Bay

# About our Campus

- 13,942 student FTE
  - 32.6% Latinx, 21.8% Asian American, 16% White, 9.8% African American, 4.9% Multi-racial, 14.9% other
  - **57.2% First generation**
  - **45.2% Pell grant recipients**
  - 61.4% female, 38.6% male
  - 85% undergraduate, 15% graduate students
  - 8.4% international students
  - Commuter campus - 10.6% live on campus
- US News & World Report: Ranked no. 1 for ethnic diversity in regional universities of the West in 2018

# About the Library

## 12 Tenured/Tenure Track Library Faculty

### Collections

- 676,780 physical items
- 849,300 digital items
- 428 Laptops (40 are chromebooks)
- 23 Graphing calculators
- 700+ Popular Reading titles
- Will start circulating about 50 games soon

# Broad Themes Identified in the Literature

- EDI and its connection to Library Services
- User Experience in Discovery Systems
- User Experience in Primo





# EDI and Library Services



# Equity in terms of Library Services

Not always  
found in  
scholarly  
literature

---



# Equity in terms of Library Services

Word Choice  
Matters

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# Equity in terms of Library Services

Alternative  
Services - such  
as for  
Commuter  
students

—

# UX in Discovery



# UX in Discovery

Methodologies  
for gathering  
data

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# UX in Discovery

Findings and  
Outcomes

---

# UX in Primo





# UX in Primo

New vs Classic  
Primo UI

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# UX in Primo

Filtering vs  
Faceting

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# UX in Primo

Popular and  
Zero Results  
Queries

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# Focus Groups

# Methods for first focus group set

- Received IRB Approval
  - Held two 60-minute, in-person focus groups on February 27 with a total of 7 students
  - Students were recruited by email
  - Each signed a consent form to participate
-

# Methods, continued

- Each focus group had a facilitator and recorder
  - They were audio recorded and subsequently transcribed by a professional transcription service
  - Participants were provided pizza during the focus group
  - Participants received a portable battery pack
-



climate change



CSUEB Collections

Show Results for

All CSU+ Collections

Refine my results

Expand My Results

Sort by Relevance

Available at CSUEB

Full-text online (2,484,500)

Peer-reviewed Journals (1,200,425)

Available in the Library (1,273)

Open Access

Resource Type

Articles (1,191,796)

Newspaper Articles (750,971)

Reviews (45,847)

Text Resources (38,732)

Conference Proceedings (19,490)

Show More

Including "*climatic changes*". Just search *climate change*

PAGE 1 2,485,667 Results  Personalize

1



REFERENCE ENTRY

### Climate Change

Lerner, K. Lee

The Gale Encyclopedia of Science

[Full text available](#)



2



BOOK

### Climate change

©2008

Available at Main Circulation Reference Stacks (QC981.8.C5 C5114123 2008)

[Online access](#)



3



ARTICLE / multiple sources exist. see all

### Placing Climate Change

Dixon, Deborah

Science, December 6, 2013, Vol.342(6163), pp.1171-1172

PEER REVIEWED

[Full text available](#)



4



ARTICLE / multiple sources exist. see all

### Climate Change, Viscerally

Chip, Gilbert



Show Results for

All CSU+ Collections

Refine my results

Expand My Results

Sort by Relevance ▾

Available at CSUEB ▲

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CITATION



PRINT



ENDNOTE




EXPORT  
ZOTERO

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Sign in to make requests and save records  Sign in

Item available at: [American Association for the Advancement of Science \(AAAS\)](#) 

Available from 1997.

Item available at: [View Item](#) 

Details \_\_\_\_\_

**Title** Placing Climate Change

**Author** Dixon, Deborah >

**Subjects** Climate Change >

Climate Change >

# Focus Group Questions

1. Please explain your experience with the library search interface. Highlight when and why you have used it
  2. What features of our search interface do you find frustrating and/or confusing?
  3. What features do you find useful?
-

# Focus Group Questions, continued

4. When using our search interface, how have you been surprised by the results?
  5. Is there anything about the interface that makes you avoid using it or prefer not to use it?
  6. Based on your experience or what you've heard today, what changes can we implement to improve your experience?
-

# Methods for second focus group set

- Received IRB Approval
  - Held two 60-minute focus groups in July. 1 in-person & 1 on Zoom with a total of 5
  - Recruited by email, flyers, outreach to faculty teaching in the summer
  - In-person: signed a consent form. Online: they read the consent form in a “waiting room”, and then were verbally asked to consent
-

# Methods, continued

- Each focus group had a facilitator and recorder
  - The Zoom session was recorded & the recorder took detailed notes of the in-person session
  - Participants received a portable battery pack
-



# Pre-Focus Group Survey

- 50% First Generation students
  - $\frac{2}{3}$  at CSUEB less than 3 years
  - 50% Heavy OneSearch users
-

# Focus Group Questions for Second Round

1. Do you prefer searching Google over the Library search interface?
  2. What Google features should a library search interface borrow?
  3. What features of our search interface do you find frustrating and/or confusing?
-

# Focus Group Questions, continued

4. What features do you find useful?
  5. Is there anything about the interface that makes you avoid using it or prefer not to use it?
  6. Based on your experience or what you've heard today, what changes can we implement to improve your experience?
-

# Methodology Findings for Zoom Session

## Challenges

- Need to be an assertive facilitator
  - Tricky getting consent (IRB requirement)
  - Background noise of participants was distracting & would make professional transcription cost prohibitive
-

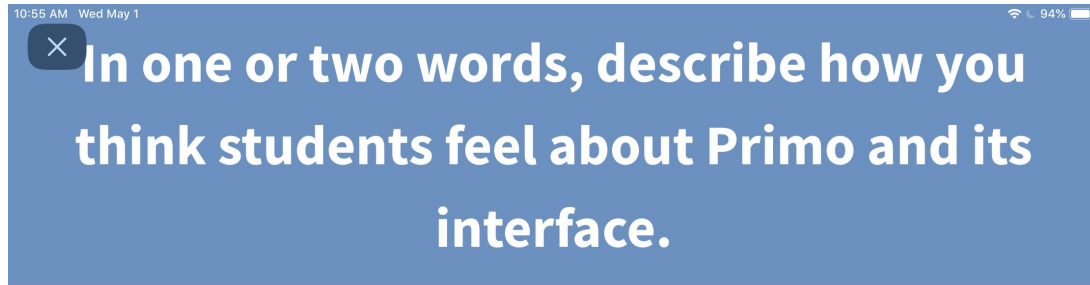
# Methodology

# Findings

## The Good

- Overall Zoom worked well for focus groups
  - Great way to get feedback from distance students
  - Can record within Zoom!
-

# What about you?



 Respond at **PollEv.com/andrewcarlos213**

 Text **ANDREWCARLOS213** to **37607** once to join, then text your message

Total Results: 0

i Poll is full and no longer accepting responses

**In one or two words, describe how you think students feel about Primo and its interface.**



Discussion about  
assumptions about  
students  
needs/feelings  
about interfaces



# Findings from First Focus Groups

## The Good

- Students did not find Primo as difficult as we assumed!
  - They found it easy and convenient to search
  - They liked the search interface
  - They generally found useful items
-

# Findings from First Focus Groups

## What Needs Improvement

- Display record organization
  - Didn't like the yellow sign-in bar above holdings
  - Details area is hard to read (needs some line separators)
  - Hyperlink the author name and journal at the top of display
  - Relevancy ranking of results can be unexpected
-

# Findings from Second Focus Groups

## The Good

- OneSearch useful for finding peer reviewed articles
  - Generate citations
  - Full text facet & all the facets!
  - Ability to export to Zotero
  - Pin & email items
  - Modern looking
-

# Findings from Second Focus Groups

## What Needs Improvement

- OneSearch is more complicated to search than Google or Google Scholar
  - Include “cited by” like Google Scholar
  - Autocorrect typos
  - Sometimes OneSearch says we have full text, but we don’t
  - Filters get erased when modifying search
-

# Findings from Second Focus Groups, cont'd

## What Needs Improvement

- Facets (left sidebar) and Material types (Adv search) give different results.
- Citation generator not always accurate
- If you sign-in after doing a search, it can wipe out your search/search results
- You have to sign-in to save your search or for your pinned items to be saved, but you are not prompted to sign-in to do these actions

# Findings from Second Focus Groups, cont'd

## What Needs Improvement

- More clicks than previous catalog, and no bread crumb trail to get back
  - Hard to remember all the things you did to get your results, so cannot recreate it later
  - Create personalized search default if you are logged in
  - Results page can be overwhelming
  - Can be slow to load
-

Labels need to  
clearly indicate  
function

CAL S  
EAS  
UNIVERS

×

∨

Show R

All CSU+ C

Refine r



BOOK  
**The banana: empires, trade wars, and globalization**  
 James Wiley  
 ©2008

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Public notes:  
 This resource has Multiple User Access.

Confusing Items on Display Record



Students prefer a  
more functional  
layout

# Updating the layout for the Display Record

10:18 PM Wed May 1 61%

csueb-primo.hosted.exlibrisgroup.com

E A-Z D Breaking... www.thew... Google Dri... 2019-20 F... Where to F... banana... csueast! Am...

BACK TO RESULTS LIST



BOOK  
**The banana: empires, trade wars, and globalization**  
James Wiley  
©2008

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- LINKS

Send to

E-MAIL PERMALINK CITATION PRINT ~~ENDNOTE~~ ~~REPORT ZOTERO~~

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Sign in to make requests and save records [Sign in](#)

Item available at: [ProQuest EBOOK Central Academic Complete](#)

Public notes:  
This resource has Multiple User Access.

hide

Details

<b>Title</b>	The banana: empires, trade wars, and globalization
<b>Author</b>	James Wiley >
<b>Subjects</b>	Banana trade > Banana trade -- Latin America > Banana trade -- Caribbean Area >
<b>Notes</b>	Includes bibliographical references (pages 255-267) and index.
<b>Related Titles</b>	Series: At table series.
<b>Publisher</b>	Lincoln : University of Nebraska Press
<b>Publication Date</b>	©2008

Signed-In functions  
need to be more  
obvious

# Next Steps

- Make changes based on focus group feedback:
    - Reorganize display record
    - Rename some labels
  - Follow-up with focus group participants
    - Zero responses
  - Conduct additional focus groups
-

# Next Steps, continued

- Submit enhancement requests/idea exchange for changes that we are unable to implement.
  - Will present new findings at IGELU
  - Third related project - Campus-wide Survey on the Sandbox changes
-

# Now it's your turn

Share your experiences with:

Primo User Testing

Diversity, Equity and Inclusion

Focus Groups