PROJECT PLAN
May 21, 2009

Description

Project Name: Library Website Focus Groups
Date: April-June 2009

Timing and Location

One 90-minute focus group each will be conducted with undergraduate students, graduate students, and faculty. The following table lays out the timing and location for each of the focus groups:

<table>
<thead>
<tr>
<th>Group</th>
<th>Day</th>
<th>Time</th>
<th>Focus Group</th>
<th>Observers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grad students</td>
<td>Tue, June 16</td>
<td>Noon – 1:30pm</td>
<td>Room 252</td>
<td>Room 251</td>
</tr>
<tr>
<td>Undergrad students</td>
<td>Wed, June 17</td>
<td>Noon – 1:30pm</td>
<td>Room 252</td>
<td>Room 253</td>
</tr>
<tr>
<td>Faculty</td>
<td>Thu, June 18</td>
<td>3:00-4:30 pm</td>
<td>Room 252</td>
<td>Room 253</td>
</tr>
</tbody>
</table>

Recruitment

Recruitment will begin once the Office of Research has approved the IRB Form B application.

We will recruit up to 8 faculty and up to 10 students for each group, anticipating that some students may not attend. Only students 18 years or older can participate.

Faculty will be recruited via an email to various faculty groups, such as the Faculty Senate Library Committee and Technology Committee and Library Representatives.

Student recruitment will occur through posters in the UT Libraries and other campus buildings, asking departments to send an email to their department listservs, and through publication to residents in the Volunteer Hall and Sutherland Village student housing.

Volunteers will be asked to call or email Debbie Valine to sign up.
Content

The content of the focus group discussion will include the three major sections below. The focus will be on content, not on navigation and functionality.

1. Discussion of priority tasks for which patrons use or want to use the website
2. A review of about 5 academic library websites, focusing on:
   a. Ease or difficulty of accomplishing the priority tasks via this website
   b. Likes/dislikes regarding what is searched via the search box
   c. Likes/dislikes regarding how the information sources are labeled
   d. Other general likes/dislikes regarding the site design
3. Participants will be asked to design their ideal search box (what is searched and how “tabs” are labeled)

Not included in the discussion are:

1. A review of the current UT Libraries homepage
2. A review of how search results display
3. Much review of sub-pages

A small team will choose the library websites that will be shown during the focus groups.

Recording and Observation

The focus groups will be recorded using a video camera and an audio recorder. Two recording systems are used in case there is failure in one of the systems. The recordings will be used by the Assessment Analyst to prepare a summary report of the results. The tapes will be securely stored for a period of two years for further review by the web implementation team if needed.

One to two observers will be designated as the primary note takers. These notes will form the initial basis for the summary report.

A video camera and laptop will be used to stream the focus group live to a separate observation room. A select group of UT Libraries staff will be invited to observe the focus groups. To keep the group manageable, attendance is by invitation only. Observers will be given one opportunity toward the end of the focus group to provide a few additional questions that have not been covered to the focus group moderator. All observers will be required to participate in a ½ hour debriefing session following each focus group.
A technical support person will be placed in both the focus group and observation rooms. The person in the focus group room will also provide additional focus group support, such as writing/posting flip charts, etc.

**Budget**

Incentives are important in attracting volunteers for research projects. As an incentive to participate, students will be provided with:
- Pizza and beverages during the focus group
- A $10 Starbucks gift card

Faculty participants will be provided with:
- Snacks and beverages during the focus group

The anticipated budget for the project is:

<table>
<thead>
<tr>
<th>Item</th>
<th>#</th>
<th>Item Cost</th>
<th>Total Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gift cards</td>
<td>20 students</td>
<td>$10</td>
<td>$200</td>
</tr>
<tr>
<td>Pizza</td>
<td>3 pizzas * 2 groups</td>
<td>$20</td>
<td>$60</td>
</tr>
<tr>
<td>Beverages</td>
<td>28 participants</td>
<td>--</td>
<td>Donated</td>
</tr>
<tr>
<td>Snacks</td>
<td>8 faculty</td>
<td>--</td>
<td>Donated</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td></td>
<td></td>
<td><strong>$260</strong></td>
</tr>
</tbody>
</table>

**Deliverable**

The final deliverable for this project will be a top-line summary report of major findings and recommendations from the focus groups. The report will be delivered one week after the conclusion of the focus groups.
APPENDIX A
ROLES

Focus Group Moderator and Project Manager: Debbie Valine

Project Team:
- Dan Greene
- Peter Fernandez
- Seth Jordan

Primary Clients:
- Dan Greene
- Maribeth Manoff

Advisory Team:
- Maribeth Manoff
- Linda Phillips
- Jill Keally
- Pauline Bayne

Technical Support/Observation Room Manager: Dan Greene

Technical Support/Focus Group Assistant: Michelle Brannen

Focus Group Implementation Support: Seth Jordan

Primary Note Takers: Peter Fernandez and Pauline Bayne

Website Samples Selection Team:
- Dan Greene
- Debbie Valine
- Maribeth Manoff
- David Ratledge
- Donna Braquet
- Teresa Walker

Invited Observers:
- Library Administration (Dewey, Keally, Smith, Bayne)
- Assessment Planning Group (Baker, Fernandez, Jordan, Mack, Moore, Roller in addition to Bayne, Brannen, Greene, Valine)
- Primo Technical Team (Manoff, Ratledge)
- Virtual Library Steering Committee (Phillips)
- Other (Walker, Braquet)
APPENDIX B
WEBSITE SAMPLES CHOSEN

Core Sites

1. BYU
2. Iowa – combined search and expanding Finds in left nav – unique
3. Dartmouth – example of smaller search box; illustrates a lot of content
4. NYU – drop down of search box has interesting options
5. Alabama

Alternate Sites, Time Permitting

1. Buffalo – Drop downs, search tabs, news content at bottom
2. Cornell – alternative to tabs, mouse-overs down below

Shows Two Search Boxes

1. FSU – preferred alternate
2. Queens

Cut

Syracuse – unique in way the results are displayed. However, we will still ask about the “All” option.
Claremont – search box does one thing
N Royal Library – a lot of links in left nav
Michigan – radio button example

Definite Nos

Notre Dame – BYU is a better example
Boston College – small search, too much text
Boulder
Albany
San Marco – no search box
Columbia – dominated by search logo, then search box