

**PUT YOUR
MONEY WHERE
THE MOUSE IS.**

Library Technology Conference / 2015

Cody Hanson and Eric Larson

University of Minnesota-Twin Cities Libraries





GOALS

Redesign

GOALS

Responsive Design

Usable with any device.

Contemporary Web Standards

Pay off technical debt.

Accessibility

Usable by anyone.

SPEED

Because fast.

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How'd we do?

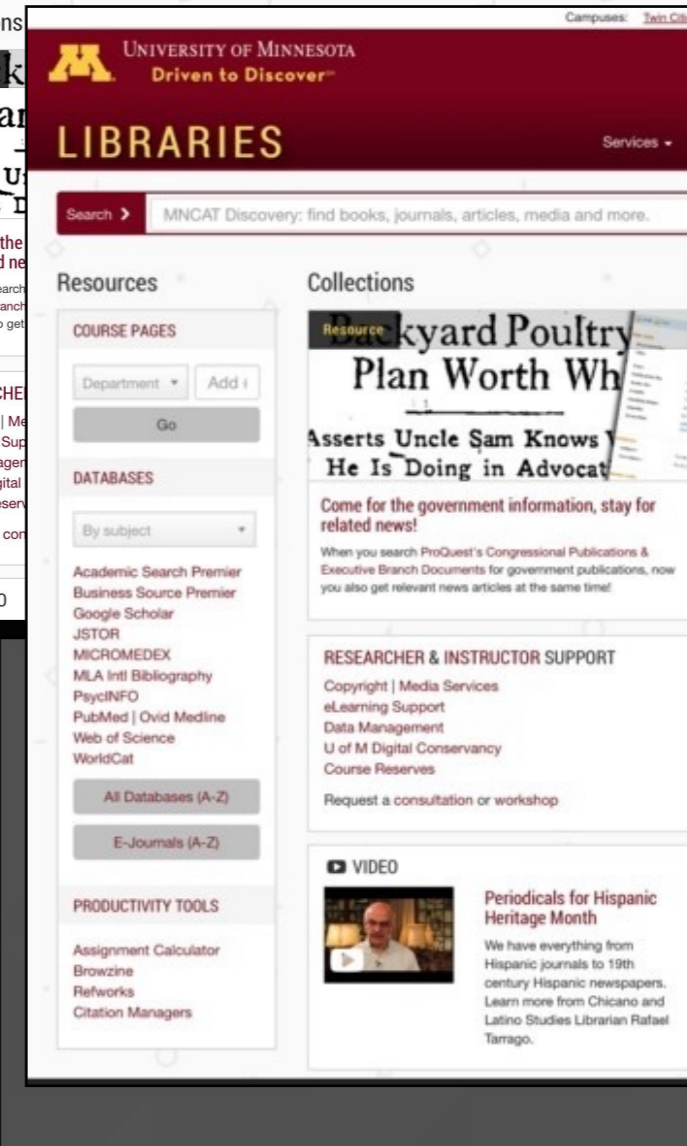
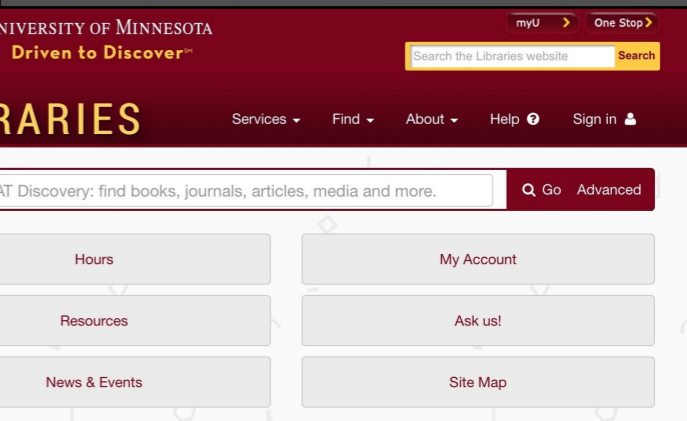
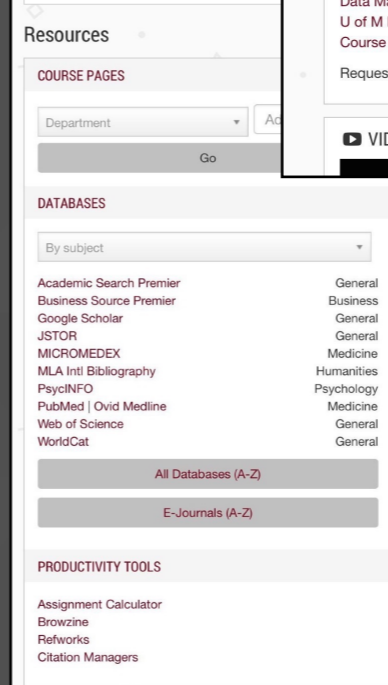
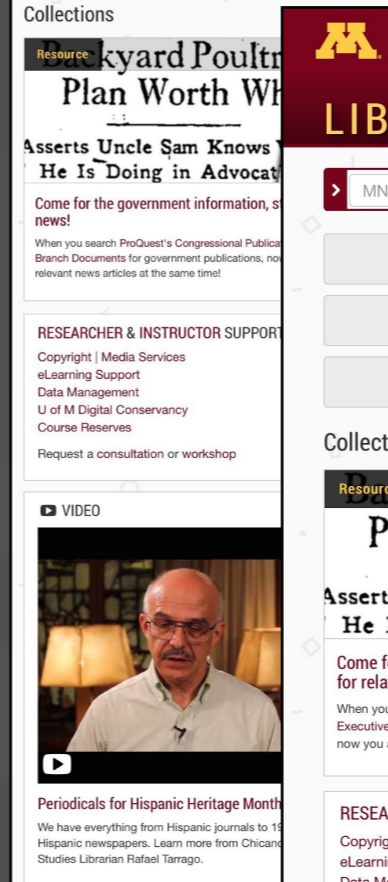
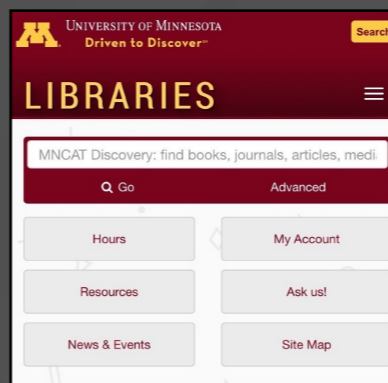
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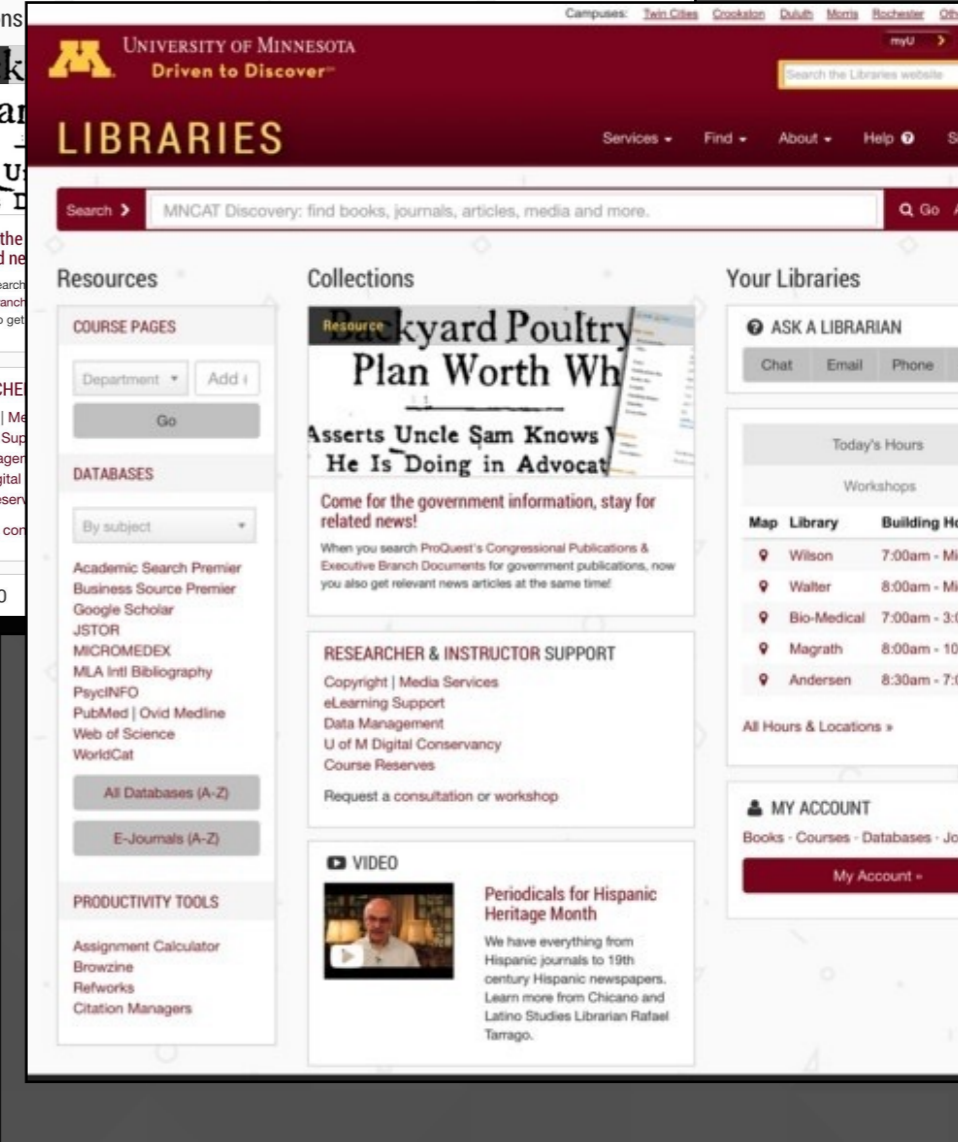
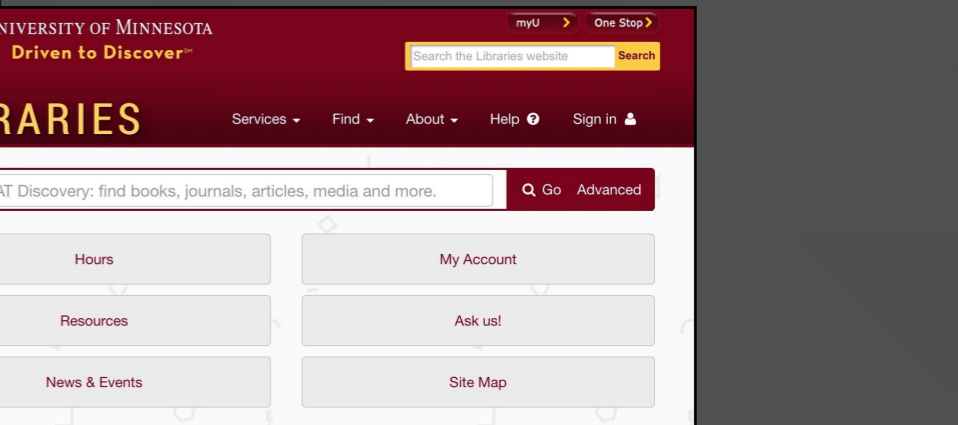
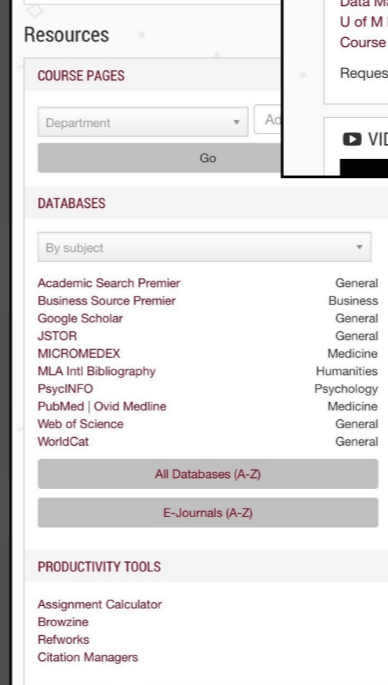
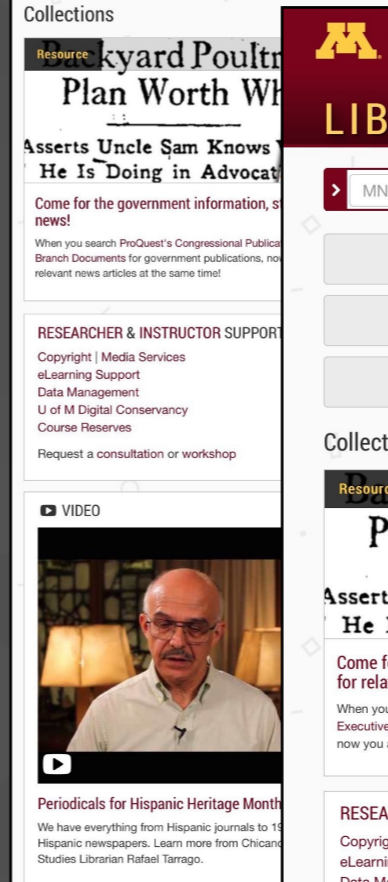
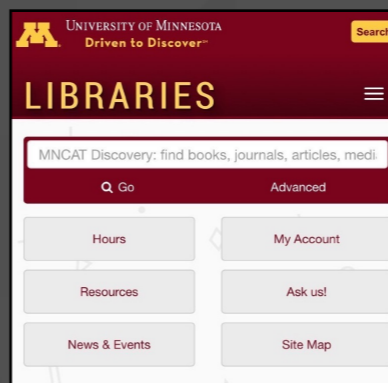
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The screenshot shows the WAVE web accessibility evaluation tool interface. At the top, there is a logo for WAVE (web accessibility evaluation tool) and a search bar containing the URL "www.lib.umn.edu". Below the search bar, there are three tabs: "Styles" (selected), "No Styles", and "Contrast". The main content area is titled "Details" and features a "Filter:" dropdown menu set to "Full". A red vertical bar on the left indicates the presence of errors. The error list is as follows:

- Errors (7)**
- 1 X Document language missing 
- 1 X Empty button 
- 5 X Empty link 

Each error entry is accompanied by a red square icon with a white symbol: a speech bubble for "Document language missing", a hand cursor over a button for "Empty button", and a hand cursor over a link for "Empty link".

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Big Ten

University Libraries of the Big Ten Conference

Name	Current Score
University of Minnesota Libraries	95
University of Wisconsin-Madison Libraries	93
Michigan State University Libraries	75
Northwestern University Library	73
University of Michigan Library	70
Purdue University Libraries	69
Indiana University Libraries Bloomington	66
Ohio State University Libraries	66
Rutgers University Libraries	63
University of Iowa Libraries	57
Pennsylvania State University Libraries	53
University of Nebraska-Lincoln Libraries	48
University of Maryland Libraries	32
University of Illinois at Urbana-Champaign Library	22

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Contemporary Web Standards

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SPEED

Because fast.

What's missing?

GOALS / *What's missing?*

This stuff is responsive.
It's accessible (mostly).
It's screaming fast.

But is it the right stuff?

GOALS / *What's missing?*

“If your UX asks the user to make choices... even if those choices are both clear and useful, the act of deciding is a cognitive drain.”

-Kathy Sierra

“Your app makes me fat”

MEASURING

Without being creepy

The Role of Libraries Is Never Apolitical.

- OR “In the current climate of accountability and austerity, libraries have become veritably “obsess[ed] with quantitative assessment, student satisfaction, outcomes, and consumerist attitudes towards learning.””

- Cathy Eisenhower and Dolce Smith, “The Library as Stuck Place: Critical Pedagogy in the Corporate University,” in *Critical Library Instruction: Theories and Methods*, eds. Maria Accardi, Emily Drabinski, and Ilana Kumbier (Sacramento, Calif.: Library Juice Press, 2010), 314.

MEASURING

We use Google Analytics

We use the “anonymizeIp” flag

We do not track across sites

We use a 30 min. session length

We use a 14 day campaign time-out

MEASURING

For all data collection described in this presentation, users are identified only by an IP address stripped of its last octet (IPv4) or 80 bits (IPv6).

We've made our peace with this.



WEB

Analytics

USERS / They really exist



TRACK

Pageviews

What they view.

OS/Browser Stats

What devices they use.

Traffic Sources

Where they came from.

SEO / Keywords

What they searched to arrive here.



Google Analytics

TRACK

Custom Events

*What they
do here.*

TRACK / Custom Events

“Events are user interactions with content that can be tracked independently from a web page or a screen load.”

- *Google Analytics*

TRACK / Custom Events

“Downloads, mobile ad clicks, gadgets, Flash elements, AJAX embedded elements, and video plays are all examples”

- *Google Analytics*

USERS / Know what they do





HTML

DOM Events

HTML

EVENTS

Animation events

Clipboard events

Drag events

Form events

Frame/Object events

Keyboard events

Media events

Misc events

Mouse events

Print events

Server-sent events

Touch events

Transition events



HTML

HTML

EVENTS

~~Animation events~~

~~Clipboard events~~

~~Drag events~~

***Form events**

~~Frame/Object events~~

~~Keyboard events~~

~~Media events~~

~~Misc events~~

***Mouse events**

~~Print events~~

~~Server-sent events~~

~~Touch events~~

~~Transition events~~



HTML

HTML EVENTS / *Mouse Events*

I am a large link on a webpage.

HTML EVENTS / *Mouse Events*

I am a large link on a webpage.



HTML EVENTS / Mouse Events

I am a large link on a webpage.



onclick

HTML EVENTS / *Mouse Events*

I am a large link on a webpage.



HTML EVENTS / Mouse Events

I am a large link on a webpage.



ondblclick

HTML EVENTS / *Mouse Events*

I am
a box
on a
webpage

HTML EVENTS / *Mouse Events*

I am
a box
on a
webpage



HTML EVENTS / Mouse Events

I am
a box
on a
webpage



onmouseenter

onmouseover

HTML EVENTS / Mouse Events

I am
a box
on a
webpage



onmousemove

HTML EVENTS / Mouse Events

I am
a box
on a
webpage



onmouseleave

onmouseout

HTML EVENTS / Form Events

The image shows a screenshot of a library website. At the top, there is a dark red header with the word "LIBRARIES" in large, bold, yellow capital letters on the left and a white hamburger menu icon on the right. Below the header is a light gray search bar with the placeholder text "Search MNCAT Discovery" and a magnifying glass icon on the right. Underneath the search bar is a white navigation area containing ten light gray buttons with rounded corners, arranged in two columns. The left column contains buttons for "My Account", "Databases", "Chat 24/7", and "News & Events". The right column contains buttons for "Hours", "Get Help Now", "Phone", and "Site Map".

LIBRARIES

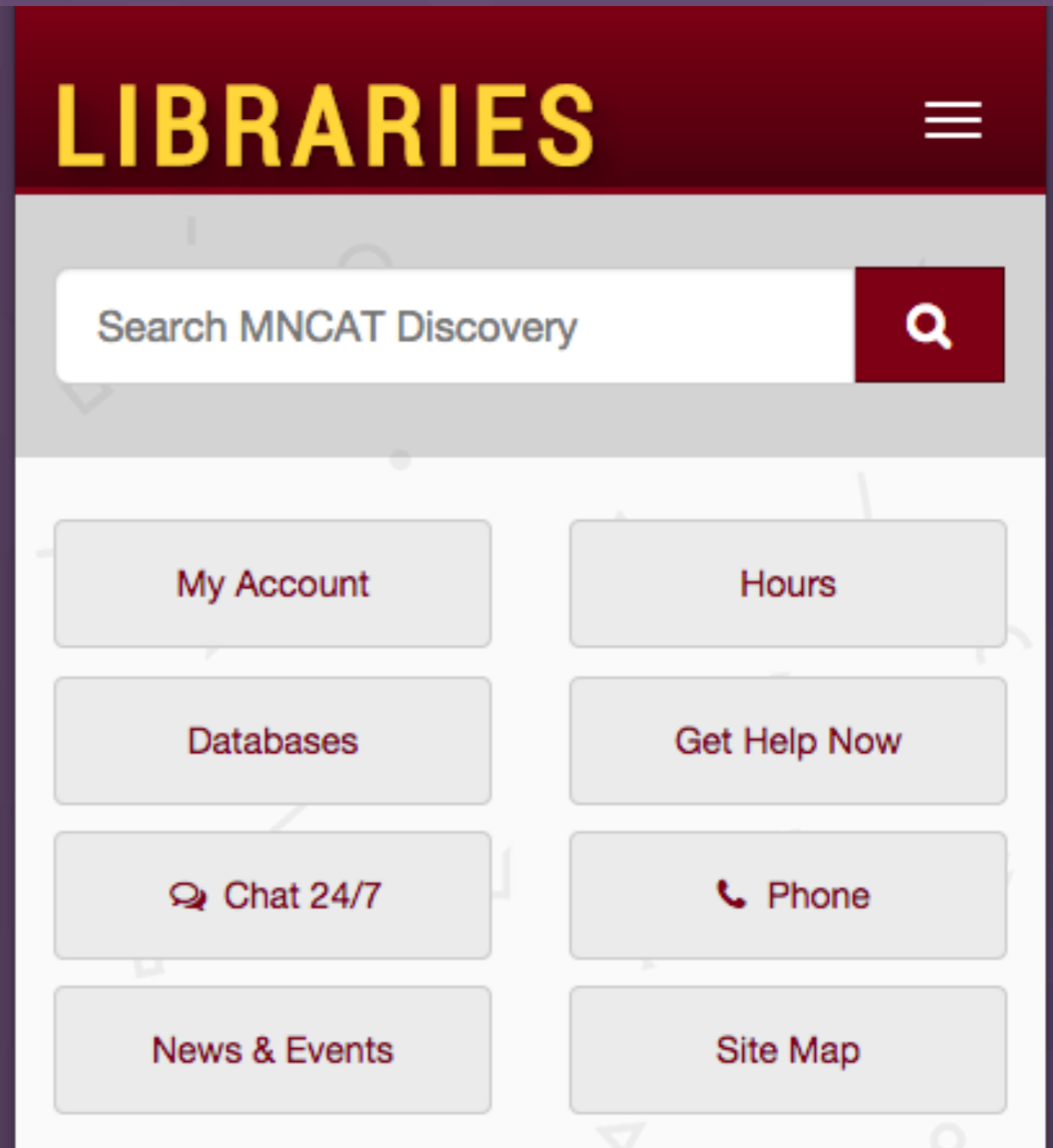
Search MNCAT Discovery

- My Account
- Databases
- Chat 24/7
- News & Events
- Hours
- Get Help Now
- Phone
- Site Map

HTML EVENTS / Form Events

Input Events

What they do here.



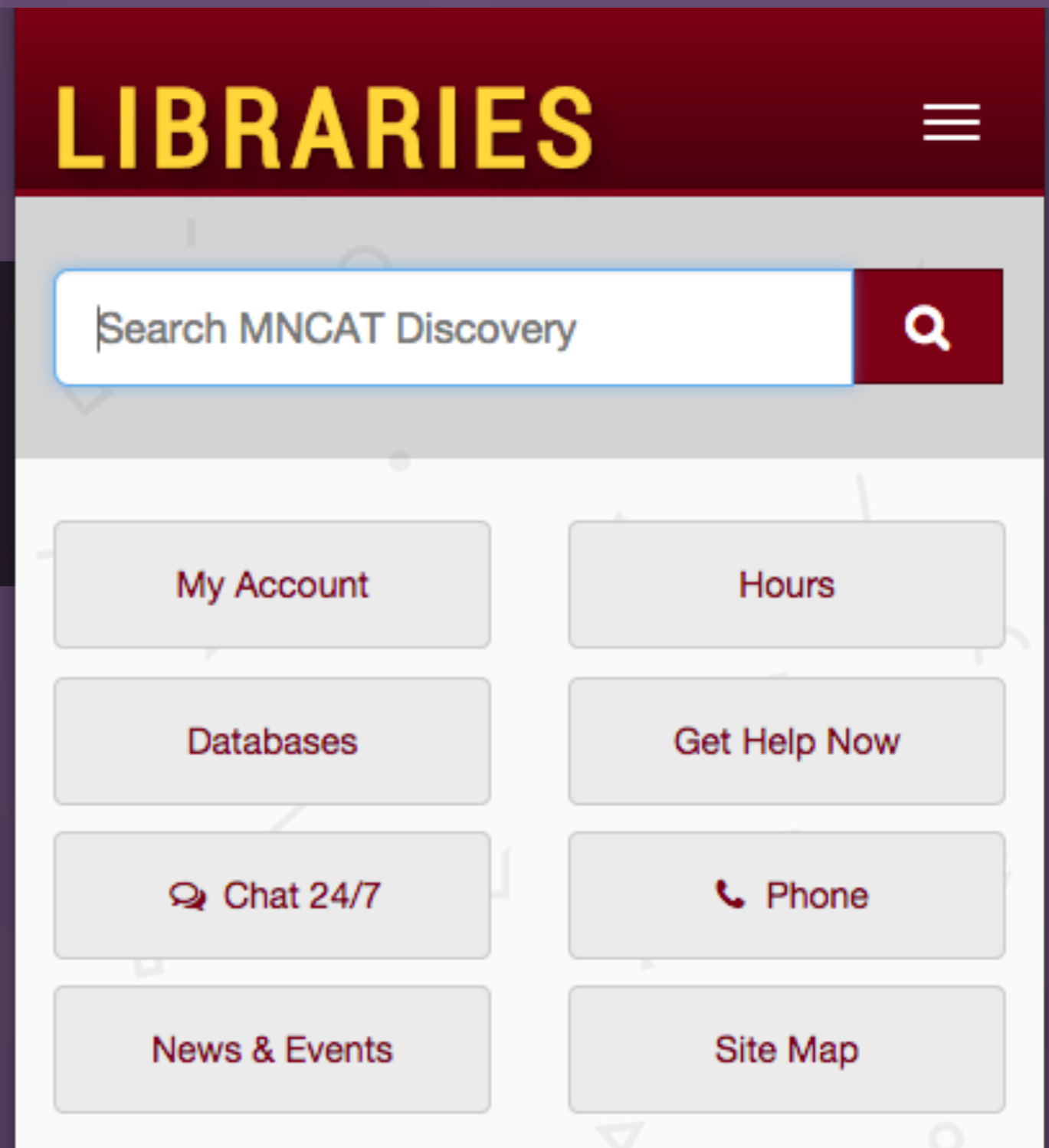
HTML EVENTS / Form Events

Input Events

What they do here.

onfocus

The cursor has entered the text field



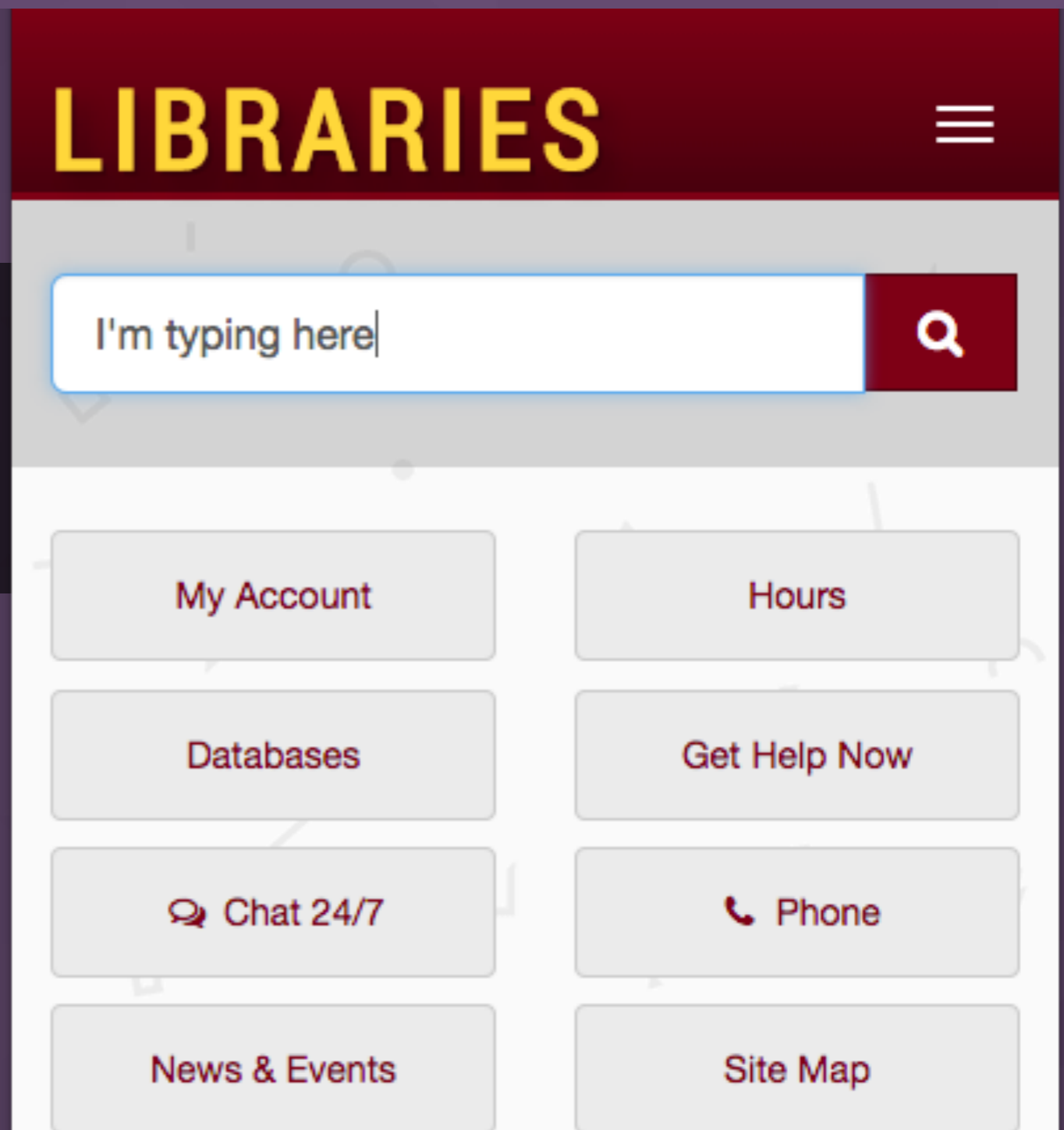
HTML EVENTS / Form Events

Input Events

What they do here.

oninput

Add a keywords into the text field



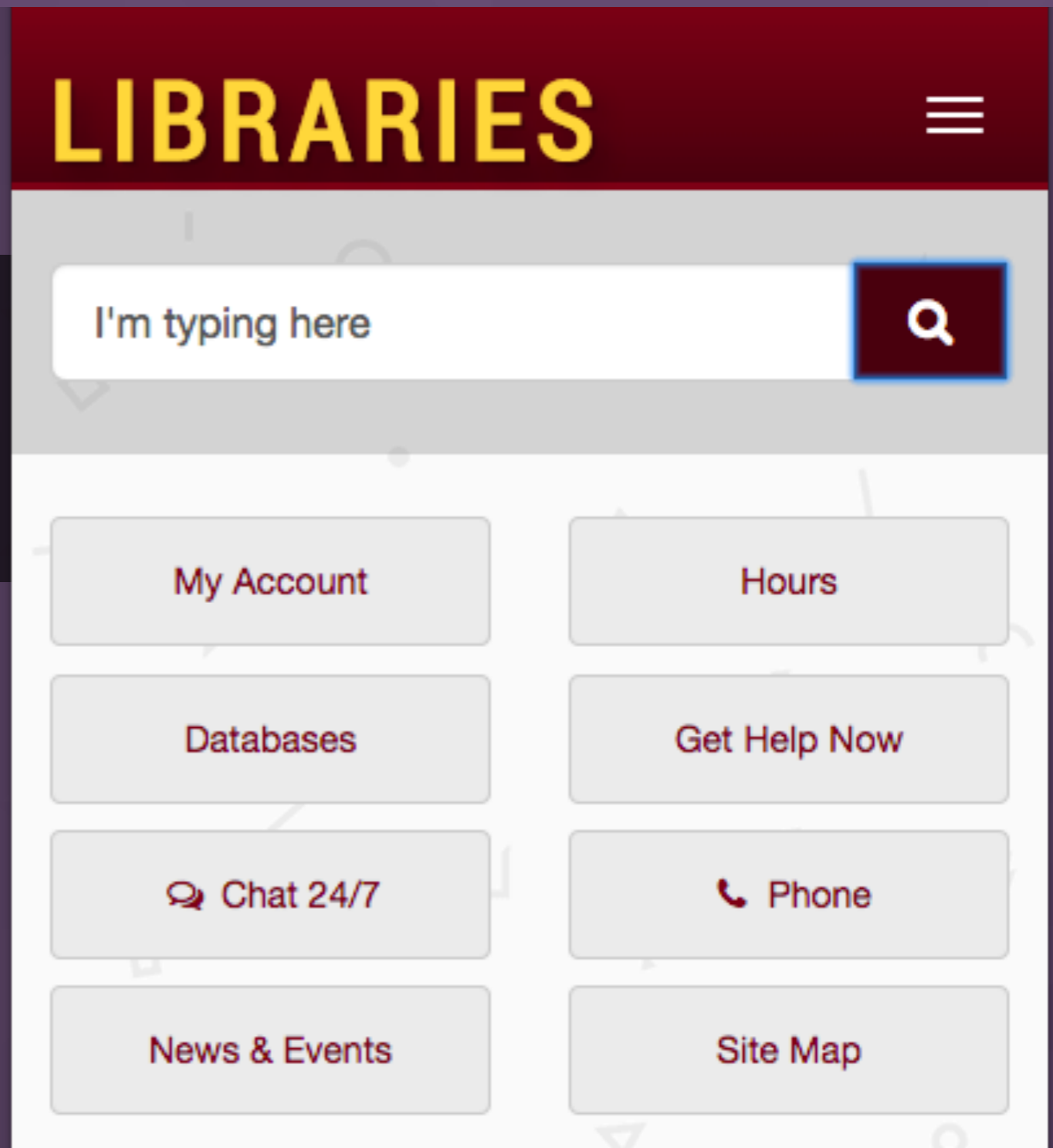
HTML EVENTS / Form Events

Input Events

What they do here.

onblur

Tabbed over to
the submit button



HTML EVENTS / Form Events

Input Events

What they do here.

onsubmit

Press enter and submit the form

Results 1 - 10 of 132 for MNCAT Discovery

1 2 3 4 5 →



Newspaper
Article



Center City: Some things that got under my skin

Toler, Sonya

New Pittsburgh Courier, Jan 24, 2001, Vol.92(7),
p.A3

● Online access



Score



The Singer's musical theatre anthology : a collection of songs from the musical stage, categorized by voice type : the selections are presented in their authentic settings, excerpted from the original vocal scores.

Tenor.. Milwaukee, Wis. : H. Leonard Pub. Corp.,
National Sales Office ©1986

● Available at TC Music Library General
Collection (Folio M1507.S635 v.1) and other
locations(updating...)



Article



**Entwicklung interkulturellen Kompetenzen im
Deutschunterricht**

Kelemen, Antonia-Izabella

Lingua. Language and Culture, 2011, Issue 1, pp.
115-130



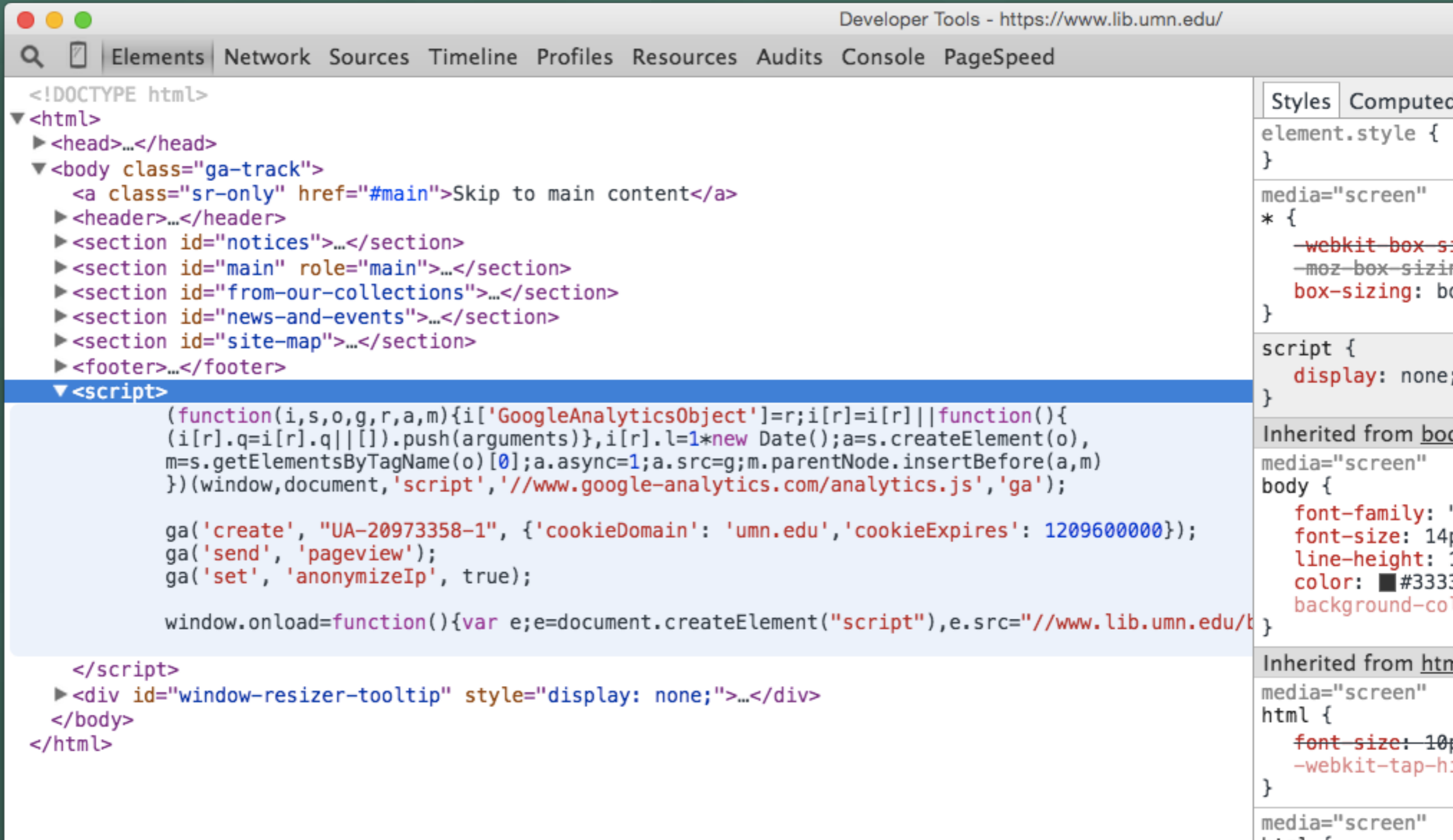
STATS

Collection

COLLECT / *Google Analytics*



COLLECT / analytics.js



The image shows a browser window with the URL `https://www.lib.umn.edu/`. The developer tools are open, showing the 'Elements' pane on the left and the 'Styles' pane on the right. The 'Elements' pane shows the HTML structure of the page, with the `<script>` tag selected. The code in the `<script>` tag is the Google Analytics tracking code, which includes a function to load the analytics.js file and send pageview events. The 'Styles' pane shows the default styles for the `script` element, including `display: none;`.

```
<!DOCTYPE html>
<html>
  <head>...</head>
  <body class="ga-track">
    <a class="sr-only" href="#main">Skip to main content</a>
    <header>...</header>
    <section id="notices">...</section>
    <section id="main" role="main">...</section>
    <section id="from-our-collections">...</section>
    <section id="news-and-events">...</section>
    <section id="site-map">...</section>
    <footer>...</footer>
    <script>
      (function(i,s,o,g,r,a,m){i['GoogleAnalyticsObject']=r;i[r]=i[r]||function(){
      (i[r].q=i[r].q||[]).push(arguments)},i[r].l=1*new Date();a=s.createElement(o),
      m=s.getElementsByTagName(o)[0];a.async=1;a.src=g;m.parentNode.insertBefore(a,m)
      })(window,document,'script','//www.google-analytics.com/analytics.js','ga');

      ga('create', "UA-20973358-1", {'cookieDomain': 'umn.edu', 'cookieExpires': 1209600000});
      ga('send', 'pageview');
      ga('set', 'anonymizeIp', true);

      window.onload=function(){var e;e=document.createElement("script"),e.src="//www.lib.umn.edu/t

    </script>
    <div id="window-resizer-tooltip" style="display: none;">...</div>
  </body>
</html>
```

Styles pane content:

```
element.style {
}

media="screen"
* {
  -webkit-box-s...
  -moz-box-siz...
  box-sizing: bo...
}

script {
  display: none;
}

Inherited from bod...
media="screen"
body {
  font-family: '...
  font-size: 14p...
  line-height: 1...
  color: #3333...
  background-co...
}

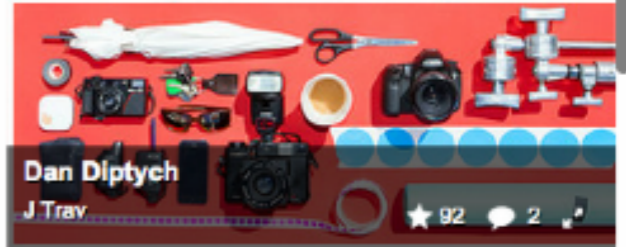
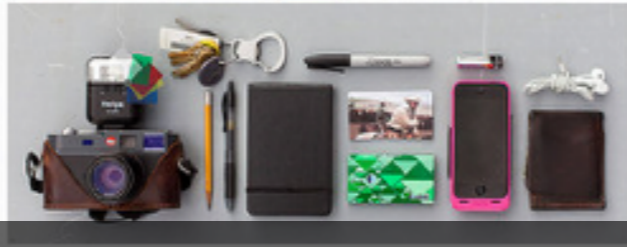
Inherited from htm...
media="screen"
html {
  font-size: 10p...
  -webkit-tap-h...
}

media="screen"
```

COLLECT / Profit!

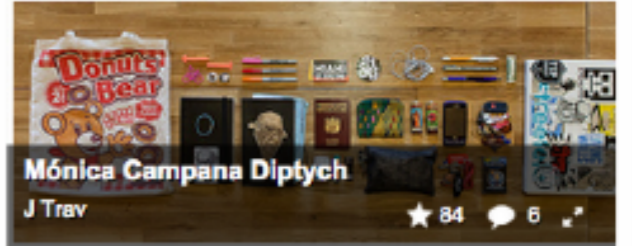
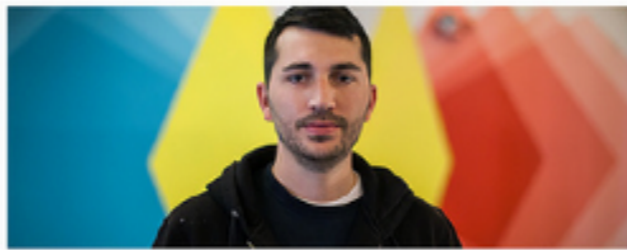


USERS / They're here, doing things



Personified by Jason Travis

USERS / They're here, doing things



Personified by Jason Travis

TRACK

Custom Events

*What they
do here.*

COLLECT / custom event format

```
1 // Google Analytics Custom Event example
2 ga('send', 'event', 'category', 'action', 'label', value);
3
```

Google Analytics

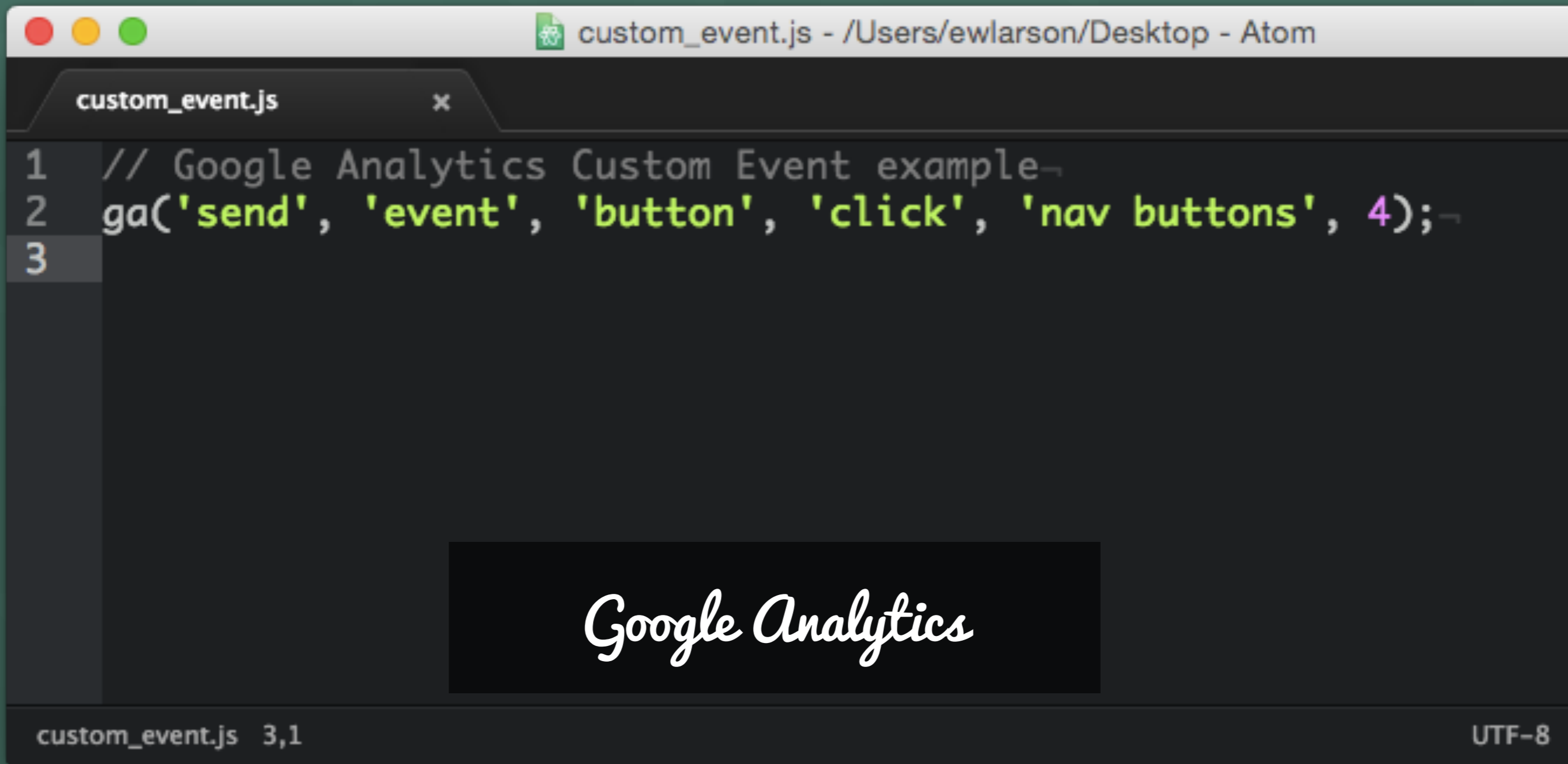
custom_event.js 3,1 UTF-8

COLLECT / *custom event args*

Value	Type	Required	Description
Category	String	Yes	e.g. button
Action	String	Yes	e.g. click
Label	String	No	e.g. nav buttons
Value	Number	No	e.g. 4 times

Google Analytics

COLLECT / custom event example



```
1 // Google Analytics Custom Event example-  
2 ga('send', 'event', 'button', 'click', 'nav buttons', 4);-  
3
```

Google Analytics

custom_event.js 3,1 UTF-8

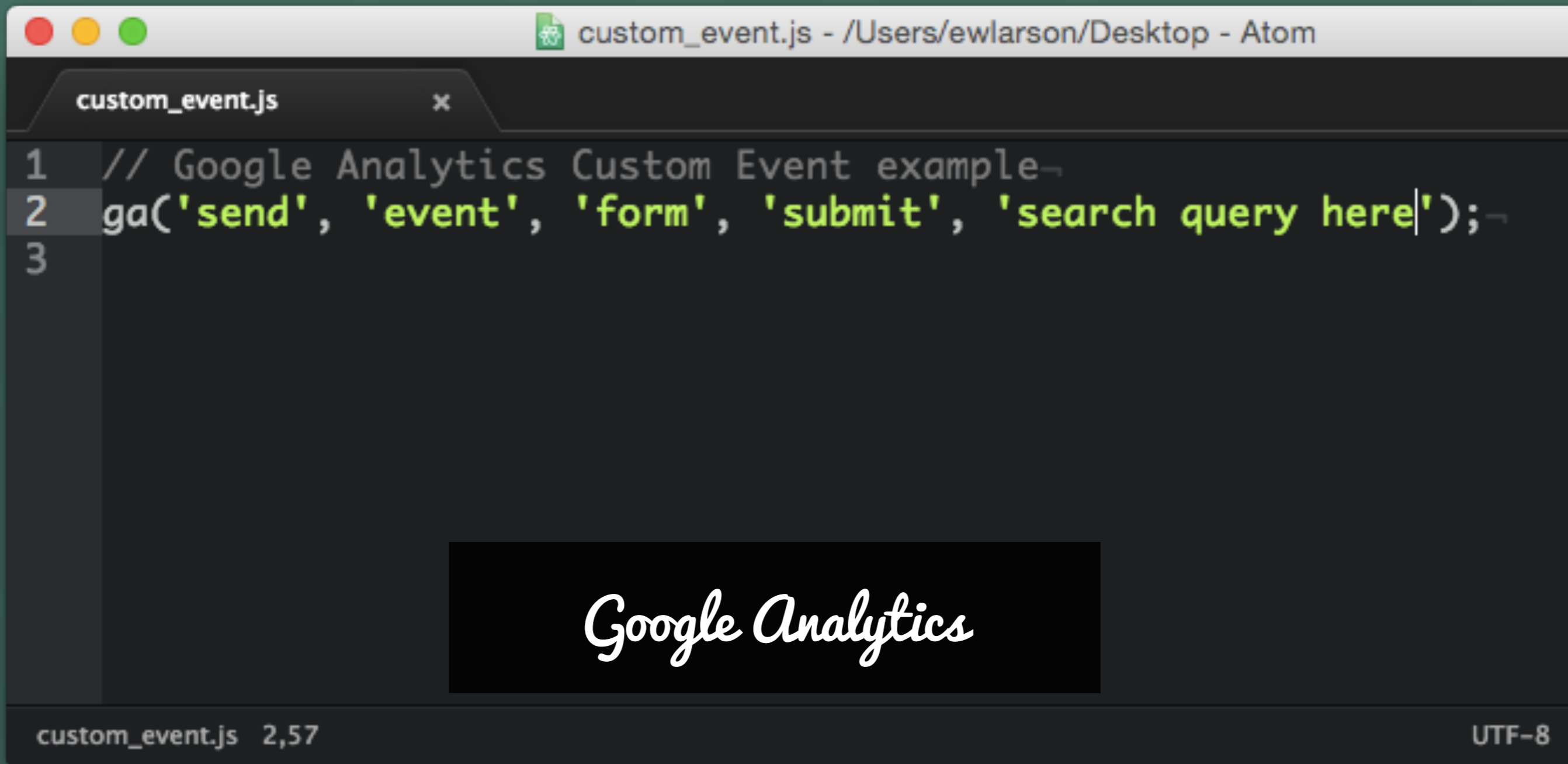
COLLECT / custom event example

```
1 // Google Analytics Custom Event example  
2 ga('send', 'event', 'file', 'download', '1234.pdf');  
3
```

Google Analytics

custom_event.js 2,51 UTF-8

COLLECT / custom event example

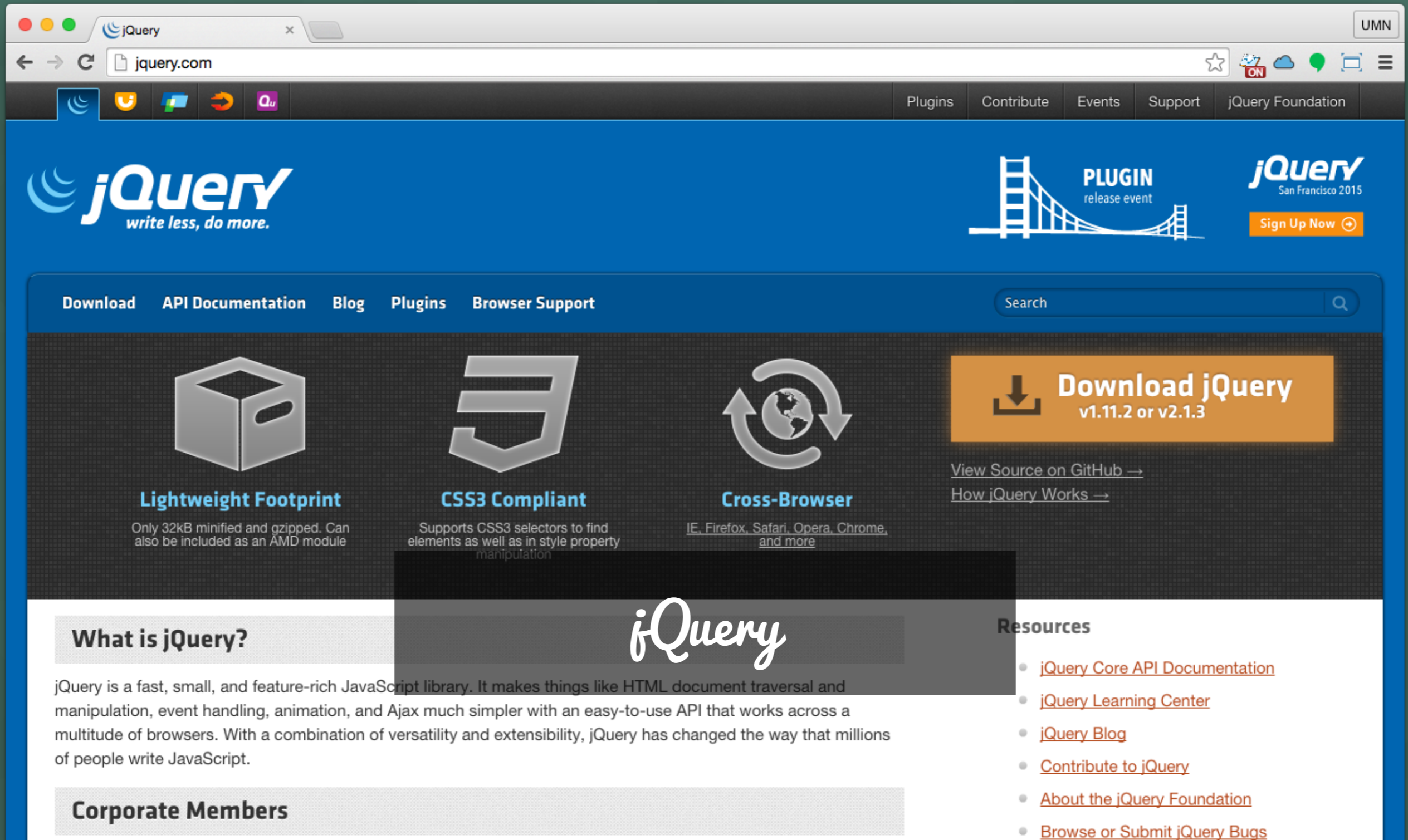


```
1 // Google Analytics Custom Event example
2 ga('send', 'event', 'form', 'submit', 'search query here');
3
```

Google Analytics

custom_event.js 2,57 UTF-8

COLLECT / jquery.js



The image shows a screenshot of the jQuery website homepage. The browser's address bar shows 'jquery.com'. The page features a blue header with the jQuery logo and tagline 'write less, do more.'. Navigation links include 'Download', 'API Documentation', 'Blog', 'Plugins', and 'Browser Support'. A search bar is located on the right. The main content area highlights three key features: 'Lightweight Footprint' (32kB minified and gzipped), 'CSS3 Compliant' (supports CSS3 selectors), and 'Cross-Browser' (works on IE, Firefox, Safari, Opera, Chrome, and more). A prominent orange button encourages users to 'Download jQuery v1.11.2 or v2.1.3'. Below this, there are links to 'View Source on GitHub' and 'How jQuery Works'. The footer contains a 'What is jQuery?' section, a 'Corporate Members' section, and a 'Resources' section with links to documentation, learning center, blog, and bug reports.

jQuery
write less, do more.

PLUGIN
release event

jQuery
San Francisco 2015
Sign Up Now

Download API Documentation Blog Plugins Browser Support

Search

Download jQuery
v1.11.2 or v2.1.3

View Source on GitHub →
How jQuery Works →

What is jQuery?

jQuery is a fast, small, and feature-rich JavaScript library. It makes things like HTML document traversal and manipulation, event handling, animation, and Ajax much simpler with an easy-to-use API that works across a multitude of browsers. With a combination of versatility and extensibility, jQuery has changed the way that millions of people write JavaScript.

Corporate Members

Resources

- [jQuery Core API Documentation](#)
- [jQuery Learning Center](#)
- [jQuery Blog](#)
- [Contribute to jQuery](#)
- [About the jQuery Foundation](#)
- [Browse or Submit jQuery Bugs](#)

COLLECT / jquery example



```
1 // Using jQuery Event API v1.β
2 $('#button').on('click', function() {
3   ga('send', 'event', 'button', 'click', 'nav-buttons');
4 });
5
```

jQuery calling G.A.

custom_event.js 1,30 UTF-8

COLLECT / ga-event-track.js

The screenshot shows a web browser window displaying the GitHub repository page for 'UMNLibraries/ga-event-track'. The browser's address bar shows the URL 'https://github.com/UMNLibraries/ga-event-track'. The repository page includes a search bar, navigation links (Explore, Gist, Blog, Help), and user information for 'ewlarson'. The repository statistics show 6 unwatchers, 1 star, and 0 forks. The description reads: 'A jQuery plugin to capture DOM events and send data regarding the event to Google Analytics as a tracked event. — Edit'. Below the description, there are statistics for 71 commits, 3 branches, 13 releases, and 1 contributor. The main content area shows a file tree with the following items:

File Name	Description	Time Ago
dist	Add: new minified dist	2 months ago
spec	Update: add mouse coords to examples	2 months ago
src	Add: tests for mouse coords	2 months ago
.gitignore	Add: grunt task for running unit tests	a year ago
.travis.yml	Add: grunt task for running unit tests	a year ago
Gruntfile.js	Add: initial support for link-click, all tests passing	11 months ago
LICENSE	MIT LICENSE	2 years ago
README.md	Fix README	2 months ago
bower.json	Release: 1.3.0 / Link click X/Y coords	2 months ago
package.json	Release: 1.3.0 / Link click X/Y coords	2 months ago

The right sidebar contains navigation links for Code, Issues (0), Pull Requests (0), Wiki, Pulse, Graphs, and Settings. At the bottom, there are options to clone the repository via HTTPS, SSH, or Subversion, and buttons for 'Clone in Desktop' and 'Download ZIP'. A 'GitHub' watermark is visible in the center of the file list.

COLLECT / U of M library style

Campuses: [Twin Cities](#) [Crookston](#) [Duluth](#) [Morris](#) [Rochester](#) [Other Locations](#)



[myU](#) [One Stop](#)

[Search](#)

LIBRARIES

[Services](#) [How to Find](#) [About](#) [Help](#) [Sign In](#)

MNCAT Discovery: find books, journals, articles, media and more.

[Q Go](#)

[Get Help Now](#) [Chat](#) [Email](#) [Phone](#) [Helpdesk](#)

Course Pages

Databases

- Academic Search Premier General
- Business Source Premier Business
- Google Scholar General
- JSTOR General
- MLA Intl Bibliography Humanities
- PsycINFO Psychology
- PubMed | Ovid Medline Medicine
- Scopus General
- Web of Science General
- WorldCat General

All A-Z

By Subject

Journals

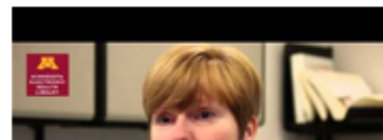
Collections



Is the cost of textbooks getting you down?

We are encouraging faculty and instructors to rethink their approach to course readings and textbooks. Our Partnership for Affordable Content grant aims at increasing access to course readings and saving students money. Applications from faculty and instructors are due March 30.

Video



Librarian Janice Jaguszewski Supports MeHL

Janice Jaguszewski, director the

My Account

[Books](#) [Courses](#) [Databases](#) [Journals](#)

[My Account »](#)

Hours

Library	Today's Hours
Wilson	7:00am - Midnight
Walter	8:00am - Midnight
Bio-Medical	7:00am - 3:00am
Magrath	8:00am - 10:00pm
Andersen	8:30am - 7:00pm

[All Hours & Locations »](#)

COLLECT / Link Event

```
Q [ ] Elements Network Sources Timeline Profiles Resources Audits Console PageSpeed
<!DOCTYPE html>
▼ <html>
  ▶ <head>...</head>
  ▼ <body class="ga-track">
    <a class="sr-only" href="#main">Skip to main content</a>
    ▼ <header>
      ▶ <div class="container" id="header-umn-top">...</div>
      ▼ <div id="header-umn-bottom">
        ▼ <div class="container">
          ::before
          ▼ <div class="row">
            ::before
            ▼ <div class="col-lg-12">
              ▼ <div class="umnhf" id="umnhf-h">
                ::before
                ▼ <div class="umnhf" id="umnhf-h-mast">
                  ▶ <a class="umnhf" href="http://www1.umn.edu/twincities/" id="umnhf-h-logo">...</a>
                  ▶ <ul class="umnhf" id="umnhf-h-ql">...</ul>
                  <button class="umnhf" id="umnhf-m-search">Search</button>
                </div>
                ▶ <form action="//google.umn.edu/search" class="umnhf ga-track" id="umnhf-h-search" me
                People">...</form>
                ::after
              </div>
            </div>
          ::after
        </div>
      ::after
    </div>
  ::after
```

COLLECT / Link Event

```
custom_event.js - /Users/ewlarrison/Desktop - Atom
custom_event.js x
1 // Link click event using ga-track-event
2 ga('send', 'event', 'Links', 'Click', '
3 {
4   "location": {
5     "hostname": "www.lib.umn.edu", "pathname": "/"
6   },
7   "media": "large",
8   "mouse": {"pageX": 1018, "pageY": 636},
9   "href": "https://www.lib.umn.edu/magrath/hours",
10  "text": "Magrath",
11  "parents": "main|your-libraries|hours",
12  "date": 1426099807735}');
custom_event.js 1,1 UTF-8
```

COLLECT / Form Event

```
</header>
▶ <section id="notices">...</section>
▼ <section id="main" role="main">
  ▼ <div id="search-controls">
    ▼ <div class="container">
      ::before
      ▼ <div class="row">
        ::before
        ▼ <div class="col-sm-8">
          ▶ <form role="form" name="mncat-discovery" id="basic-search-form" class="ga-track" method="post" action="libinc/p
          </div>
          ▶ <div id="ask-us-live-chat" class="col-sm-4 hidden-xs">...</div>
          ::after
        </div>
        ::after
      </div>
    </div>
  ▶ <div class="container">...</div>
</section>
▶ <section id="from-our-collections">...</section>
▶ <section id="news-and-events">...</section>
▶ <section id="site-map">...</section>
▶ <footer>...</footer>
▶ <script>...</script>
▶ <div id="window-resizer-tooltip" style="display: none;">...</div>
</body>
```

ml body.ga-track section#main div#search-controls div.container div.row div.col-sm-8 form#basic-search-form.ga-track

COLLECT / Form Event

```
custom_event.js - /Users/ewlarrison/Desktop - Atom
custom_event.js x
1 // Link click event using ga-track-event
2 ga('send', 'event', 'Forms', 'Submit', '
3 {
4   "location":{"hostname":"www.lib.umn.edu","pathname":"/"},
5   "name":"mncat-discovery",
6   "inputs":{"
7     "phrase":"harry truman",
8     "submit":"","
9     "button":""
10  },
11   "media":"large",
12   "date":1426100069471}');
```

custom_event.js 12,26 UTF-8

COLLECT

Add analytics.js

Google gives you this.

Add jQuery.js

*Useful javascript library,
you probably use it.*

Add ga-event-track.js

*My jQuery plugin to
capture this data.*

Link to GitHub project

<https://github.com/UMNLibraries/ga-event-track>



Javascript



STATS

Analysis

ANALYSIS searches

WPMG Stats Homepage Searches 2014 ☆ 📁 hans1794@umn.edu ▾

File Edit View Insert Format Data Tools Add-ons Help Last edit was on January 28 Comments Share

fx |

	A	B	C	D	E	F	G	H
43	Repeat Queries							
44	Search Count	Query	Word Count	Character Count				
45	1098	<empty>	1	7				
46	143	harry potter	2	12				
47	99	harvard business review	3	23				
48	79	nature	1	6				
49	59	no child left behind	4	20				
50	56	numerical methods in biomedical engineering	5	43				
51	55	oxford english dictionary	3	25				
52	54	peter dalgaard	2	14				
53	52	psychological science	2	21				
54	48	applied linear regression	3	25				
55	48	pubmed	1	6				
56	41	visual thinking for design	4	26				
57	38	natural history	2	15				
58	36	science	1	7				
59	34	hackos information	2	18				
60	34	onchocerciasis	1	14				
61	33	jstor	1	5				
62	33	web of science	3	14				
63	32	yannis tsividis	2	15				
64	30	jama	1	4				
65	29	it's	1	4				

ANALYSIS links

WPMG Stats Homepage Links 2014

hans1794@umn.edu

File Edit View Insert Format Data Tools Add-ons Help Last edit was 3 days ago

Comments Share

Rich text editor toolbar with icons for undo, redo, bold, italic, underline, link, unlink, list, indent, outdent, and other editing functions.

	A	B	C	D	E	F	G	H	I	
1	Click Count	Link Text	Link URL	Link Area	Section	Divider1	Divider2	Divider3	Divider4	Divic
2	7687	myU	https://www.myu.umn.edu	header-umn-bott	header-umn-bott	umnhf-h	umnhf-h-mast	umnhf-h-ql	umnhf-h-myu	
3	6655	All Databases (A-Z)	indexes/a	main resources c	main	resources	databases			
4	5500	Sign in	/user/shibboleth?destination=https://www.lib.u	header-lib-nav pr	header-lib-nav	primary-nav	nav-sign-in			
5	5115	Google Scholar	http://www.lib.umn.edu/get/11143	main resources c	main	resources	databases			
6	4238	Advanced	http://primo.lib.umn.edu/primo_library/libweb/	main super-searc	main	super-search	basic-search	basic-search-forr	basic-search-btn-right	
7	3646	PsycINFO	http://www.lib.umn.edu/get/3354	main resources c	main	resources	databases			
8	2964	PubMed	http://www.lib.umn.edu/get/3043	main resources c	main	resources	databases			
9	2633	Academic Search Premier	http://www.lib.umn.edu/get/3316	main resources c	main	resources	databases			
10	2611	Web of Science	http://www.lib.umn.edu/get/3050	main resources c	main	resources	databases			
11	2050	One Stop	http://onestop.umn.edu	header-umn-bott	header-umn-bott	umnhf-h	umnhf-h-mast	umnhf-h-ql	umnhf-h-onestop	
12	2017	E-Journals (A-Z)	http://primo.lib.umn.edu/primo_library/libweb/	main resources c	main	resources	databases			
13	1941	WorldCat	http://www.lib.umn.edu/get/2984	main resources c	main	resources	databases			
14	1872	All Hours & Locations »	https://www.lib.umn.edu/about/collections	main your-librarie	main	your-libraries	today	hours-tab		
15	1852	Databases	indexes/a	main resources c	main	resources	databases			
16	1785	JSTOR	http://www.lib.umn.edu/get/2670	main resources c	main	resources	databases			
17	1439	Bio-Medical	http://hsl.lib.umn.edu/biomed	main your-librarie	main	your-libraries	today	hours-tab		
18	1329	My Account	/myaccount	header-lib-nav pr	header-lib-nav	primary-nav	nav-sign-in	dropdownMenu3		
19	1267	My Account »	/myaccount	main your-librarie	main	your-libraries	personal			
20	1194	Interlibrary Loan (ILL)	https://umn.illiad.oclc.org/illiad/logon.html	header-lib-nav pr	header-lib-nav	primary-nav	services			
21	1137	Go to the U of M home page	http://www1.umn.edu/twincities/	header-umn-bott	header-umn-bott	umnhf-h	umnhf-h-mast			
22	901	Wilson	https://www.lib.umn.edu/wilson	main your-librarie	main	your-libraries	today	hours-tab		
23	727	Business Source Premier	https://www.lib.umn.edu/get/3739	main resources c	main	resources	databases			
24	682	Hours	#today	main mobile-nav	main	mobile-nav				
25	662	Refworks	https://www.lib.umn.edu/indexes/refworks	main resources t	main	resources	tools			
26	653	Walter	https://www.lib.umn.edu/walter	main your-librarie	main	your-libraries	today	hours-tab		
27	590	Staff Directory	/about/staff	header-lib-nav pr	header-lib-nav	primary-nav	about			
28	522	Ovid Medline	https://www.lib.umn.edu/get/ovidsp_medline	main resources c	main	resources	databases			

ANALYSIS

Prioritization

A responsive design demands strict priorities.

Have we prioritized the right stuff?

Example

The screenshot displays the University of Minnesota Libraries website. At the top, the logo and tagline "UNIVERSITY OF MINNESOTA Driven to Discover™" are visible, along with a search button. Below this is a large "LIBRARIES" header with a menu icon. A search bar contains the text "MNCAT Discovery: find books, journals, articles, medi...". Below the search bar are buttons for "Go" and "Advanced". A grid of navigation buttons includes "Hours", "My Account", "Resources", "Ask us!", "News & Events", and "Site Map". The "Collections" section features a "Resource" card for "Backyard Poultry Plan Worth Wh..." with a thumbnail image. Below the card is a promotional message: "Come for the government information, stay for related news!" and a paragraph explaining that ProQuest's Congressional Publications & Executive Branch Documents now include relevant news articles. The "RESEARCHER & INSTRUCTOR SUPPORT" section lists services like Copyright, Media Services, eLearning Support, Data Management, U of M Digital Conservancy, and Course Reserves, with a link to request a consultation or workshop. At the bottom, a "VIDEO" section shows a thumbnail of a man speaking.

ANALYSIS

Prioritization What are our users' revealed priorities?

80/20

The screenshot shows the top navigation bar with the University of Minnesota logo and 'LIBRARIES' in large letters. Below the navigation is a search bar with 'MINICAT Discovery: find books, journals, articles, media and more.' To the left is a 'Resources' sidebar with sections for 'COURSE PAGES', 'DATABASES', and 'PRODUCTIVITY TOOLS'. The main content area features 'Collections' with a featured item 'Greater Than 7: Courageous Conversations about Equity and Diversity' and 'Your Libraries' with a table of building hours for various locations like Wilson, Walter, and Magrath. There are also links for 'ASK A LIBRARIAN' and 'MY ACCOUNT'.

This section is titled 'From Our Collections' and features a featured collection: 'BURROUGHS CORPORATION RECORDS, 1880-1998'. The text describes the collection's focus on the development of technology and the 'modern office'. Below the text are four small image thumbnails with captions: 'Get with a Burroughs', 'Modern Methods', 'Business Payroll', and 'The New Burroughs Chair'.

The 'continuum' section has a wood-grain background and is titled 'NEWS AND EVENTS FROM UNIVERSITY LIBRARIES'. It features a 'News & Events' section with three items: 'U Libraries contributions cited in 2014 Horizon Report', 'Legal Eagle' featuring Copyright Librarian Nancy Sims, and 'Hispanic Heritage Month: Books at the U Libraries'. A large photo of a woman is featured with the text 'Bridging Disciplines on the Path to New Discoveries' and 'Join the Friends'. A 'Learn More >' link is provided.

The 'Make a Gift' section is located at the bottom of the page and contains two columns of links. The left column is titled 'SEARCH' and includes links for 'MINICAT Discovery', 'Library Catalog', and 'HOW TO FIND...'. The right column is titled 'USING THE LIBRARIES' and includes links for 'Alma Service', 'Borrowing Privileges', 'Campus Faculty', and 'CONSULTATION SERVICES'. There are also links for 'ABOUT' and 'SUPPORT THE LIBRARIES'.

ANALYSIS

0%

ANALYSIS

44%

ANALYSIS

49%

ANALYSIS

54%

ANALYSIS

59%



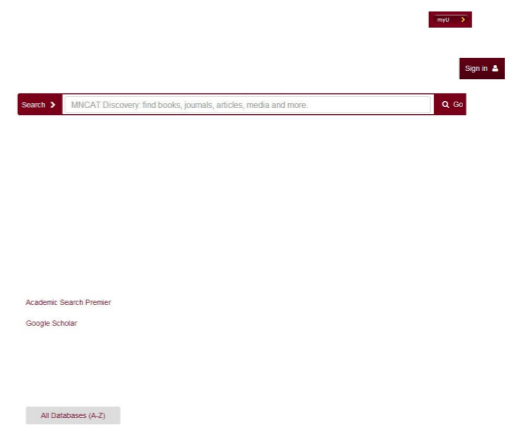
ANALYSIS

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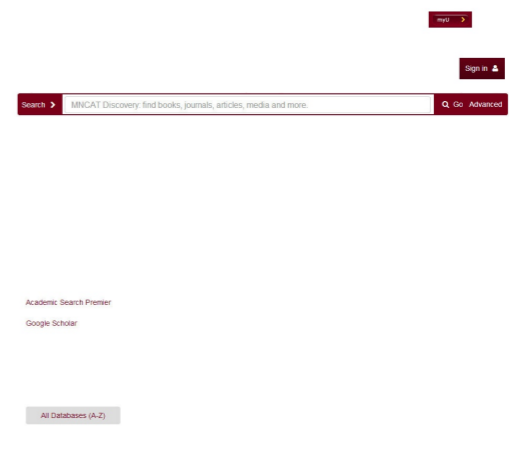
ANALYSIS

67%



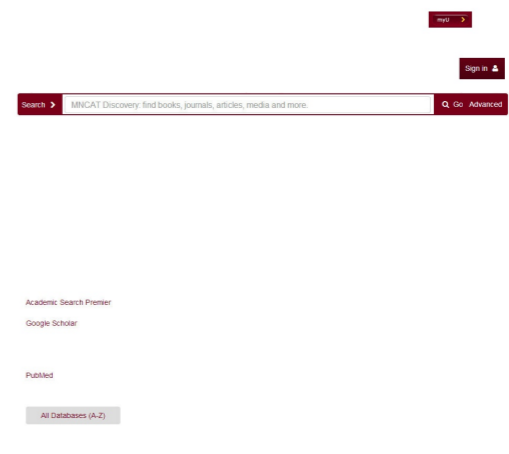
ANALYSIS

70%



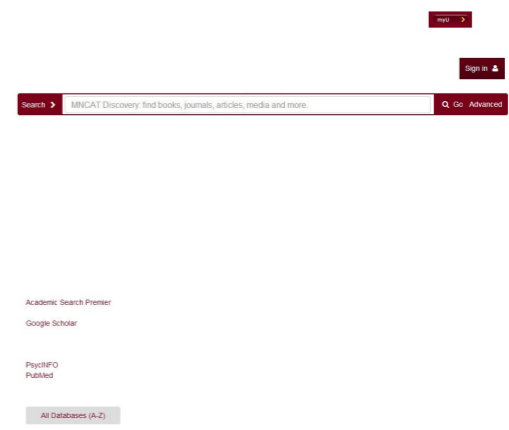
ANALYSIS

72%



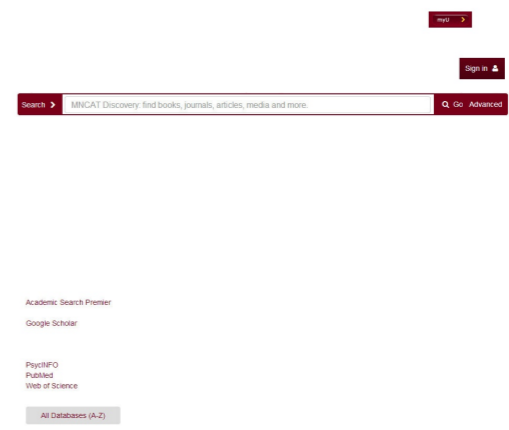
ANALYSIS

74%



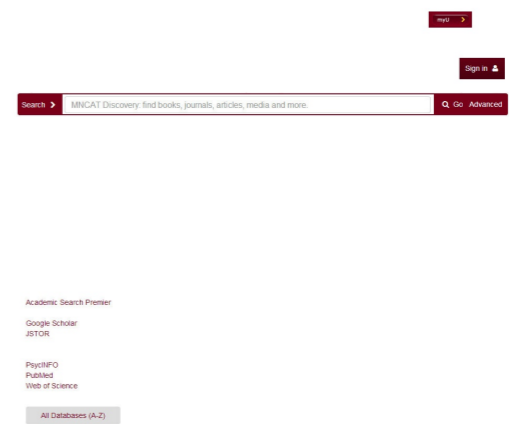
ANALYSIS

76%



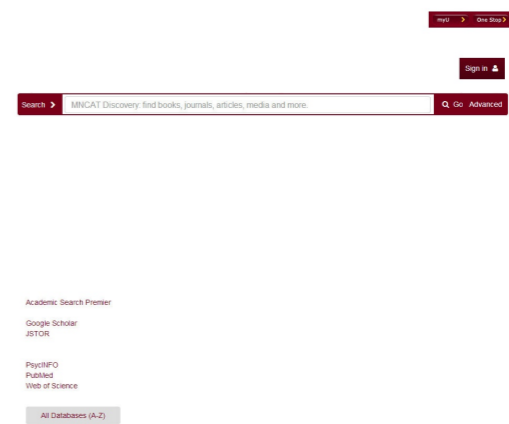
ANALYSIS

78%



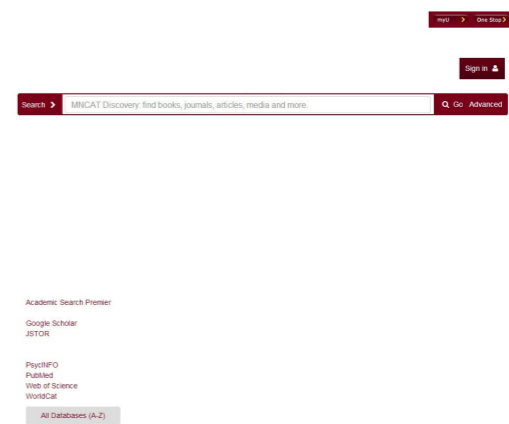
ANALYSIS

79.5%



ANALYSIS

81%



ANALYSIS 80/20

Search

MyU

Sign In

All Databases

Google Scholar

ASPremier

Advanced Search

PubMed

PsycINFO

Web of Science

JSTOR

OneStop

WorldCat

The screenshot shows a library website search interface. At the top right, there are links for "myU" and "One Stop". Below these is a "Sign in" button with a user icon. A search bar is prominently displayed with the text "MNCAT Discovery: find books, journals, articles, media and more." To the left of the search bar is a "Search" button with a right-pointing arrow, and to the right is a "Go" button with a magnifying glass icon and an "Advanced" link. Below the search bar, there is a list of database links: "Academic Search Premier", "Google Scholar", "JSTOR", "PsycINFO", "PubMed", "Web of Science", and "WorldCat". At the bottom of this list is a button labeled "All Databases (A-Z)".

ANALYSIS 80/4


13 of 364 tracked links account for over 80% of interactions

It's not 80/20, it's 80/4.

The screenshot shows a library website search interface. At the top right, there are navigation links for "myU" and "One Stop". Below these is a "Sign in" button with a user icon. A search bar is prominently displayed with the text "MNCAT Discovery: find books, journals, articles, media and more." To the left of the search bar is a "Search" button with a right-pointing arrow, and to the right is a "Go" button with a magnifying glass icon and an "Advanced" link. Below the search bar, there is a list of database links: "Academic Search Premier", "Google Scholar", "JSTOR", "PsycINFO", "PubMed", "Web of Science", and "WorldCat". At the bottom of this list is a button labeled "All Databases (A-Z)".

ANALYSIS 80/4

Campuses: [Twin Cities](#) [Crookston](#) [Duluth](#) [Morris](#) [Rochester](#) [Other Locations](#)

 UNIVERSITY OF MINNESOTA
Driven to DiscoverSM

Search the Libraries website

LIBRARIES

[Services](#) [Find](#) [About](#) [Help](#)

Resources

COURSE PAGES

Department

DATABASES

By subject


[Business Source Premier](#)

[JSTOR](#)
[MICROMEDEX](#)
[MLA Intl Bibliography](#)

[Ovid Medline](#)

Collections

Events



Greater Than 7: Courageous Conversations about Equity and Diversity

The Office for Equity and Diversity invites campus communities to participate in Greater Than 7: Courageous Conversations About Equity and Diversity, a University-wide week of events.

RESEARCHER & INSTRUCTOR SUPPORT

[Copyright | Media Services](#)
[eLearning Support](#)
[Data Management](#)
[U of M Digital Conservancy](#)
[Course Reserves](#)

[Request a consultation or workshop](#)

VIDEO

[Periodicals for Hispanic](#)

Your Libraries

ASK A LIBRARIAN

[Chat](#) [Email](#) [Phone](#) [FAQ](#)

Today's Hours

Workshops

Map	Library	Building Hours
	Wilson	7:00am - Midnight
	Walter	8:00am - Midnight
	Bio-Medical	7:00am - 3:00am
	Magrath	8:00am - 10:00pm
	Andersen	8:30am - 7:00pm

[All Hours & Locations »](#)


MY ACCOUNT

[Books](#) · [Courses](#) · [Databases](#) · [Journals](#)

ANALYSIS 80/4

Sh*t.

Campuses: [Twin Cities](#) [Crookston](#) [Duluth](#) [Morris](#) [Rochester](#) [Other Locations](#)

 UNIVERSITY OF MINNESOTA
Driven to DiscoverSM

Search the Libraries website

LIBRARIES

[Services](#) [Find](#) [About](#) [Help](#)

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[All Hours & Locations »](#)

MY ACCOUNT

[Books](#) · [Courses](#) · [Databases](#) · [Journals](#)

ANALYSIS

Hum.

1	Introduction
2	Methodology
3	Results
4	Discussion
5	Conclusion
6	References
7	Appendix
8	Bibliography
9	Index
10	Glossary
11	Footnotes
12	Endnotes
13	Appendix A
14	Appendix B
15	Appendix C
16	Appendix D
17	Appendix E
18	Appendix F
19	Appendix G
20	Appendix H
21	Appendix I
22	Appendix J
23	Appendix K
24	Appendix L
25	Appendix M
26	Appendix N
27	Appendix O
28	Appendix P
29	Appendix Q
30	Appendix R
31	Appendix S
32	Appendix T
33	Appendix U
34	Appendix V
35	Appendix W
36	Appendix X
37	Appendix Y
38	Appendix Z

ANALYSIS

Hummm.



ANALYSIS / Questions

ANALYSIS

ANALYSIS / Questions

*Do we trust this method,
and these data?*

ANALYSIS / Questions

*What is the value of an interaction
versus an impression?*

ANALYSIS / Questions

*Are these, in fact, our users'
true priorities?*

ANALYSIS / Questions

*If so, do they match our
organizational priorities?*

ANALYSIS / Questions

Should they?

ANALYSIS / Questions

Can we influence these results?

ANALYSIS / Questions

Should we influence these results?

ANALYSIS / Questions

*What amount of interaction
should warrant home page presence?*

ANALYSIS / Questions

*When should strategic concerns
trump demonstrated needs?*

ANALYSIS / Questions

This is just the beginning.

THANK

YOU ALL

Library Technology Conference / 2015

Cody Hanson and Eric Larson

University of Minnesota-Twin Cities Libraries

