Persona: MLIS Student (visiting Geography Subject Guide)

Student’s Expectations:

- Easy access to subject guide
- Instant & expert advice on search pathways & resources
- Build confidence in accessing/evaluating information sources
- Good supportive assistance

Study Process

1. Know where to go on Library website to find libguides on specific subject/interest
2. Easy access to subject guide

Touch-points & Emotional Response

- The design/layout of navigation is unclear
- Daunting, not very supportive of newcomers
- Should be same labels on main navigation & sidebar navigation for clarity & consistency
- Clearer access from sidebar however would have gone to main nav, first to look for subject guides

Student Journey Map

Arriving

- Convoluted path to Geography subject guide from library main navigation.
- Drop down menu from Main Navigation menu is very busy/unclear as to where to go for subject guide/Supporting You/Guides & tutorials/A-Z menu - No mention of Subject guide - confused
- Side bar access through ‘browse all online tutorials’- more clear.

Arrival/Browsing

- Initial impression – text heavy but clear navigation tabs & Onesearch search box
- Like the videos & tutorials – lots of video options to search books/journals etc on youtube channel.
- Could be personalised to Geography abit more consistent with other subject guides but boring
- Relevance of Library news/twitter feed on page?

Learning/Experimenting

- Would be better to have access to calendar of tutorial events on page. Particularly relevant dates like GIS mapping regularly
- Newsfeed from Geography department
- Would like a ‘Spotlight on’ box on books/newspieces/journals relevant to subject updated

Aftercare/Help

- One Search in Books/ebooks tab not working
- Like the tutorials – critically thinking & Evaluating resources on Useful websites tab – but is this hidden?
- Plagiarism page – poor visual layout
- Possibility of sharing info through social media with other colleagues

Recommendations

- Improve initial navigation – less options and consistent labels
- Use the word subject guides in main navigation
- Consider changing font – bigger
- Create ‘Spotlight on’ box – relevant up to date info in collaboration with Geography dept
- Put calendar of library tutorials / training on page
- RSS/Twitter feed from Geography department
- Re evaluate what tabs are being used and group tabs together so it doesn’t feel as cluttered eg Newspapers/Gov & EU info & Envir policy under one tab?
- Consider different levels of content – undergraduate ‘getting started’ level & research/staff level
- Needs to be Library Liaison profile and contact details on homepage
- Ability to connect with bb – more interactive
- More images – icon for databases as opposed to name?