MUSE Publisher Meeting 2018

“Scholar-Informed, Inspired, and Implemented Re-Design”

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What the heck is “Scholar-Informed Design?”
Over-Engineering

Under-Engineering
SCHOLAR-INFORMED DESIGN

MUSE Open set out to create new interactions and a visual design for MUSE focusing on search, browsing, journal and book TOCs and actual content sections.

- Create a fresh look for MUSE Open
- Improve Usability
- Introduce New Functionality
- Expand the volume of and types of content
How the redesign was done:

- User Research
- Wireframe/Prototyping
- Usability Testing
- Design
- Development
- Prototype
- Test and Refine
- Deployment

SHOW - TIME
USER RESEARCH

“Scholar Informed Design”

24 user research interviews in three sessions to learn more about their research approach and identify opportunities for improvement of the MUSE prototype interaction design.
USER RESEARCH - Who did we speak with?

• Graduate students (early and advanced), post docs, new faculty, senior tenured faculty. All had a significant research component to their work.

• Disciplines ranging from literary theory, history, classical studies, East Asian studies, sociology, anthropology to life sciences.

• Recruited from large and small schools across the U.S.
USER RESEARCH - Findings

- **Filtering** throughout the site
- **Auto-Saving** of research flow
- Multiple **related finds**
- **Intelligence**
- In-Line **References**

- **Browsing related works**
- **Improved search filtering**
- **Minimalism**
- **Personalization**
- **Improve Navigation**
**WIREFRAME/PROTOTYPING - Session Details:**

- **24** one-on-one, moderated remote user interviews of participants nationwide.
- **3** sessions to learn more about their research approach and identify opportunities for improvement of the MUSE prototype interaction design.
- **WebEx** to share a screen and conduct usability testing.
- Audio and screen **recordings** collected for each participant.

<table>
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<th>Introduce, demonstrate research tools and research approach.</th>
<th>Prototype usage and evaluation</th>
<th>Visual design feedback</th>
<th>Concluding questions</th>
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WIREFRAME/PROTOTYPING
USABILITY TESTING

ROUND 1
- Participant Testing Group 1
  - Adjust/Enhance

ROUND 2
- Participant Re-Testing Group 2
  - Adjust/Enhance

ROUND 3
- Participant Re-Testing Group 3
  - Adjust/Enhance

BETA
USABILITY TESTING - FEEDBACK

What did people say would help them?

- Minimalism Best – “Just let me get my job done!”
- Users want to scan titles, authors easily
- Navigation was suboptimal on early versions of prototype

Advanced Search and Filtering (Filter styles went through many iterations)

- Allow quick filtering by topic, date
- Keep interface clean by minimizing lower-priority search filters
- Filter relative to personal work - saved items only, recently viewed/downloaded
- Filtering either during search or browsing
USABILITY TESTING - FEEDBACK

Participants loved auto saving of research flow

- Search required more features - memory is the key
- They valued having many locations for related finds
- Browse - Netflix Style / Search Style
- Journal/Book TOC

Make it SMART

- Recently viewed
- Recommended work
- Recent TOCs for my journals
- Most “Saved” (aka popular)
USABILITY TESTING - FEEDBACK

What to stay away from:

- Featured: Too much like ads
- Recently Popular: Didn’t always understand concept of how they worked or where served up
- New Additions: Won’t be sufficiently relevant unless in browsing
DEVELOPMENT

- Lean, focused, and talented team
- Use of on-line tools for collaboration and task tracking
- Iterative - continued testing and refinement
- Agile approach
BENEFITS OF HAVING A PROTOTYPE aka “BETA”

• Expanding upon lessons learned from initial launch
• Testing, review, feedback
• “Kick the Tires” – Risk Management – avoid/anticipate
• Gives librarians enough time to update materials
• Use of live data for more true simulation of live environment
• Sharing with external audiences
  • One on one sessions
  • Publications
  • Conferences
  • Internal usage
Where are We?

- User Research
- Wireframe/Prototyping
- Usability Testing
- Design
- Development
- Prototype
- Test and Refine

Deployment Summer 2018
THE BIG REVEAL

https://beta.muse.jhu.edu/browse