MONROE COUNTY PUBLIC LIBRARY WEBSITE EVALUATION

FINAL REPORT

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Final Report

I.   INTRODUCTION

The Monroe County Public Library ("MCPL") is a mid-size library located in southern Indiana. The library was established in 1965 with the entry of the Bloomington Public Library into the Monroe County Public Library system (MCPL, 2011). This system serves the 138,000 residents of Monroe County through two branches: a main building in downtown Bloomington, the county seat and location of a large public university, and a smaller building in the Bloomington suburb of Ellettsville (US Census, 2010).

In the mid-1990s, the MCPL launched a website to provide basic information about the library and its services, a calendar of events, and a rudimentary online catalog to patrons.

Image 1: Screenshot of the MCPL Website November 11, 1996
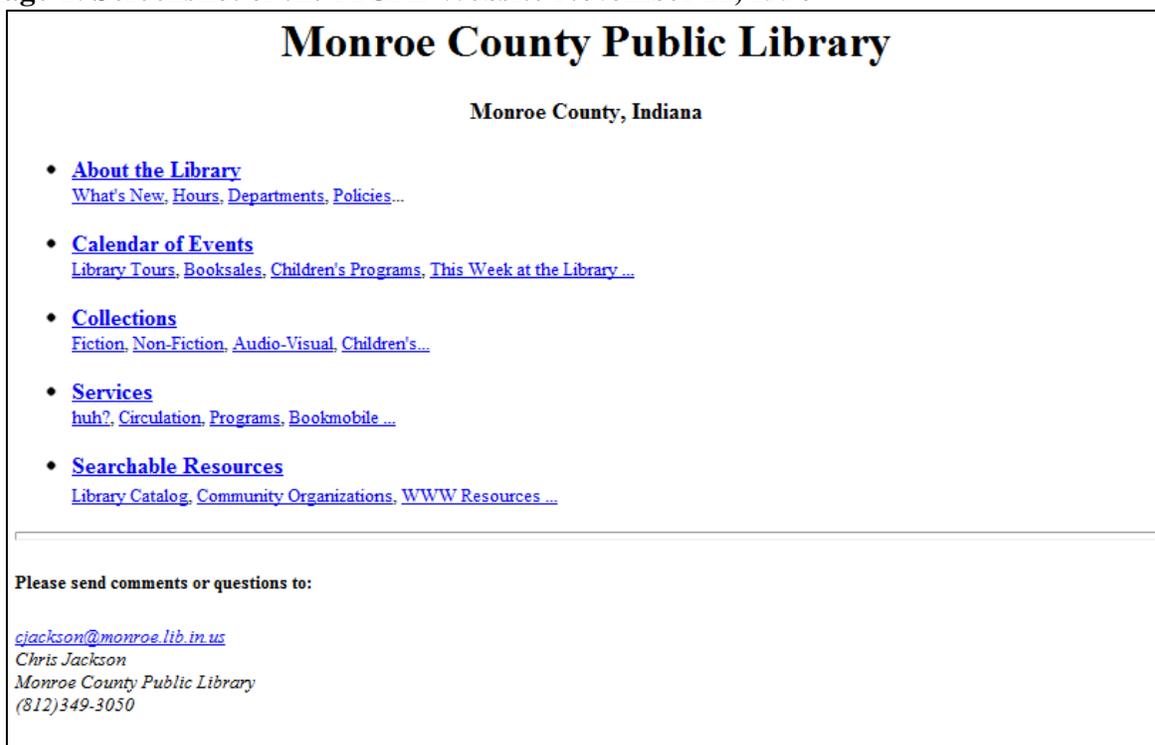
A redesigned website was launched on August 6, 2003 with a distinctive logo, job advertisements, pages in Spanish, contact forms, pages aimed at particular demographics ("teens", "seniors", "parents" etc.), and access to online databases and patron accounts.

Image 2: Screenshot of the MCPL Website August 6, 2003

In a 2007 survey of over 700 Bloomington residents, 66% reported using "the library or its services" at least once or twice a month (MCPL 2008). Survey respondents cited "difficulty finding parking" (50%) and "got information from the Internet/non-library location" (36%) as the top two reasons they did not use the public library more. The effects of the second response may be exacerbated with time as younger residents become the dominant patron base; a national May 2010 survey indicated that 95% of 18-29 year olds use the Internet (PEW 2010). With this in mind, MCPL administration has increased efforts to make the library services more accessible.

A recent renovation moved the holds window to a new location more amenable to "drive-thru" pickups. Over the years, the library increased its web presence by adding features like book lists and blogs, and recently implementing a "mobile" version of the site (Wayback Machine, 2011).

These accommodations, however, have thus far been made with minimal alteration to the overall layout. No usability testing had been performed during the implementation of either version, and administration did not begin to collect data on usage until 2010. Last year, the library finally undertook to update the website by converting the static HTML pages to the PHP-based Drupal framework. Administration plans to include a basic restructuring of the layout and design elements, as well as added features for greater interactivity with patrons.

This evaluation, conducted by students at the Indiana University School of Library and Information Science, was intended to aid in the updating process. A questionnaire and task-based analysis were designed to assess the quality of the existing website, gauge public interest in proposed additions to web-based services, and isolate weaknesses for future correction. From the results of the 2007 survey, we expect that users will be satisfied with the current website. However, from the limited variety of page access in the recent Google Analytics data, we also expect that users will have difficulty performing complex tasks on the website. When concluded, the evaluation will be taken into consideration by the MCPL staff in the website redesign.

II. METHODOLOGY & EVALUATION CRITERIA

A. SURVEY

Using the following rubrics, assessment of the website by questionnaire participants and performance by volunteers in the task-based analysis will be graded on a scale of "Poor" to "Exceptional." A weight of "heavy" will indicate a rating multiplied by 3 to obtain the final

score, a weight of "medium" will indicate a rating multiplied by 2, and a weight of "light" will

indicate a coefficient of 1.

Table 1: Questionnaire Rubric

Factor	Criteria	Weight	Rating	Description
Use Patterns	Accessing the online catalog, research databases, e-books, or account information	Heavy	1	Average use rounds to 1 ("Never")
			2	Average use rounds to 2
			3	Average use rounds to 3
			4	Average use rounds to 4
			5	Average use rounds to 5 ("Very often")
	General information on the library (hours, policies, phone numbers, locations etc.)	Medium	1	Average use rounds to 1 ("Never")
			2	Average use rounds to 2
			3	Average use rounds to 3
			4	Average use rounds to 4
			5	Average use rounds to 5 ("Very often")
	Information on MCPL programs or events	Medium	1	Average use rounds to 1 ("Never")
			2	Average use rounds to 2
			3	Average use rounds to 3
			4	Average use rounds to 4
			5	Average use rounds to 5 ("Very often")
	Contacting MCPL staff through AskUs, Ask the Indiana Room, or Contact forms	Light	1	Average use rounds to 1 ("Never")
			2	Average use rounds to 2
			3	Average use rounds to 3
			4	Average use rounds to 4
			5	Average use rounds to 5 ("Very often")
	Book lists	Light	1	Average use rounds to 1 ("Never")
			2	Average use rounds to 2
			3	Average use rounds to 3
			4	Average use rounds to 4
			5	Average use rounds to 5 ("Very often")
	Blogs	Light	1	Average use rounds to 1 ("Never")
			2	Average use rounds to 2
			3	Average use rounds to 3
			4	Average use rounds to 4
			5	Average use rounds to 5 ("Very often")
Opinion	Navigability ("The MCPL website is easy to navigate")	Heavy	1	Average rating rounds to 1 ("Strongly Disagree")
			2	Average rating rounds to 2
			3	Average rating rounds to 3 ("Neutral")
			4	Average rating rounds to 4
			5	Average rating rounds to 5 ("Strongly Agree")

	Layout ("The MCPL website is logically arranged")	Heavy	1	Average rating rounds to 1 ("Strongly Disagree")
			2	Average rating rounds to 2
			3	Average rating rounds to 3 ("Neutral")
			4	Average rating rounds to 4
			5	Average rating rounds to 5 ("Strongly Agree")
	Readability ("The text on the website is easy to read")	Medium	1	Average rating rounds to 1 ("Strongly Disagree")
			2	Average rating rounds to 2
			3	Average rating rounds to 3 ("Neutral")
			4	Average rating rounds to 4
			5	Average rating rounds to 5 ("Strongly Agree")
	Appearance ("The website design is visually appealing")	Medium	1	Average rating rounds to 1 ("Strongly Disagree")
			2	Average rating rounds to 2
			3	Average rating rounds to 3 ("Neutral")
			4	Average rating rounds to 4
			5	Average rating rounds to 5 ("Strongly Agree")
	Visibility ("The MCPL website is easy to find")	Light	1	Average rating rounds to 1 ("Strongly Disagree")
			2	Average rating rounds to 2
			3	Average rating rounds to 3 ("Neutral")
			4	Average rating rounds to 4
			5	Average rating rounds to 5 ("Strongly Agree")

Table 2: Questionnaire Overall

Rating	Score	Description
Poor	≤21	Use of the website does not justify the cost of development and maintenance. The website is rated poorly by the public.
Unsatisfactory	≤42	Use of the website does not justify the cost of development and maintenance. The public has a low opinion or awareness of the website.
Satisfactory	≤63	Website features are used regularly and justify the cost of development and maintenance. The public has a decent opinion of the website.
Good	≤84	Website features are popular with patrons, and the public has a good opinion of the website.
Exceptional	≤105	Website features across the board are very popular with patrons, and the public has a strongly positive opinion of the website.

Justification:

  The questionnaire originally contained two sections: one for patrons who have accessed the Monroe County Public Library website before, and one for patrons who have never used the website. Within the "users" section, two factors were assessed: patterns of use for the different features of the website, and opinions of the website quality. Only three respondents completed the "non-users" version of the survey, one of whom was not a resident of Monroe County. The authors did not consider the respondents to be a representative sample of genuine non-users, so this section of the rubric was discarded.

  Within the use patterns factor, use of the website for accessing the online catalogs, research databases, patron accounts and e-books was weighted heavily. These features are the most costly for the library, requiring tens of thousands in licensing fees each year. General information and information on MCPL programs were weighted "medium" because the website is the primary provider of this information, and the details are not readily available from other sources. The use of web forms was weighed lightly because the MCPL provides many avenues of contact which are more common and direct (telephone, email, or in person). The use of booklists and blogs was weighted lightly because these features are new to the website and not well entrenched in the usage patterns of the site.

  Within the opinions factor, navigability and layout were weighted heavily because the stated mission of the MCPL is to "provide access to information." Readability and appearance were weighted "medium" because these attributes may affect the willingness of patrons to use the website as a source of information. Visibility was rated lightly because it is not a direct indication of the quality of the website, but plays an important role in determining the cost effectiveness of building and maintaining the website.

B. TASKS

Table 3: Task-Based Analysis Rubric

Criteria	Weight	Rating	Description
Completion rate of Tier 1 tasks: • Catalog • Patron Accounts • Library Events • Library Hours	Heavy (2)	1	Average score <3
		2	Average score between 3.0 and 3.4
		3	Average score between 3.5 and 3.9
		4	Average score between 4.0 and 4.4
		5	Average score between 4.5 and 5.0
Completion rate of Tier 2 tasks • Databases • Contact Forms • Booklists • Blogs	Light (1)	1	Average score <3
		2	Average score between 3.0 and 3.4
		3	Average score between 3.5 and 3.9
		4	Average score between 4.0 and 4.4
		5	Average score between 4.5 and 5.0

Table 4: Tasks Overall

Rating	Score	Description
Poor	≤14	The majority of participants failed to complete important and unimportant tasks.
Unsatisfactory	≤28	Many participants reported difficulties or failed to complete important and unimportant tasks.
Satisfactory	≤42	Some participants reported difficulties, but few failed to complete important tasks.
Good	≤56	Few participants failed to complete important tasks, and the majority of difficulties and failures were in tasks of lesser importance.
Exceptional	≤70	Almost no patrons reported difficulties or failed to complete any tasks, and failures were almost exclusively in tasks of lesser importance.

Justification:

The tasks assigned to participants were divided into two tiers of importance based on the current use data of the website, answers from question #2 in the questionnaire, and the representative librarian's assessment of the most important features. The catalog and patron accounts were weighted heavily because the cost to the library for Polaris software and licensing is high, and these services receive the heaviest use by far according to Google Analytics. Library events and hours were also weighted heavily because the survey results indicated that they were

popular, and both were in the top 100 most frequently accessed pages according to Google Analytics. Databases, though costly to the library, are accessed infrequently according to Google Analytics (with the exception of the Obituaries) and were weighted lightly. The contact forms, booklists, and blogs received low to very low ratings of use in the survey and were also weighted lightly.

III.   DATA COLLECTION

A. SURVEY

The data collection process began with an in depth look at the MCPL website to define the scope of the evaluation, become familiar with the general layout, and determine what services are offered on the website. The evaluation was limited to the general MCPL website and excluded the catalog, patron accounts, and research databases, as these services were purchased through third party vendors. Following this familiarization, Paula Gray-Overtoom, the MCPL webmaster, was interviewed to gain a greater understanding of the website's purpose, goals, and workflow, as well as plans for future projects.

With the information gathered from the interview, a questionnaire was built by assimilating questions from similar surveys conducted by other libraries in the process of website redesign (Chrzastowski & Scheeline, 2006; Fuller & Hinegardner, 2001; George, 2005; VandeCreek, 2005). Questions were tailored to the MCPL website and a non-user section was added. The questionnaire consists of 19 total questions: one branching question into user or non-user sections, six user questions, seven non-user questions, and five demographic questions.

The survey was paper-based, in deference to the varied population that makes use of the MCPL website. The survey was given on location at the main branch of the MCPL with the

cooperation of the library on two separate occasions, one weekday and one weekend.

Administration provided a table and chairs in the first-floor lobby, adjacent to the children's and

audio-visual sections, as well as a desktop computer to refresh the memories of participants

when answering the survey. Patrons were not approached directly to request participation, per

the MCPL's anti-solicitation policy. During the first data collection sessions on March 16, 2011,

six patrons participated in the survey. Following the lack of success, contact was made to define

what was and was not allowed under the anti-solicitation policy. On March 26, 2011, seventeen

additional patrons participated in the survey due to changes in approach, including greeting the

patrons and using small enticements.

B. TASKS

After the initial survey was completed, a tasks-based usability study was conducted in

order to ascertain how easy or difficult a visitor to the Monroe County Public Library's website

might find a particular task. In order to assemble the list of tasks to be tested, usage data from

Google Analytics (generously provided by MCPL) was compared to the previous survey results.

This analysis largely agreed with the survey results, showing high usage levels for the OPAC and

patron accounts. However, there were also a number of surprisingly popular areas such as

booklists and obituaries. The high use of the booklists was particularly unexpected due to the low

level of interest in these sections as revealed by the survey.

Therefore, these areas were featured in our usability study, as well as several other

important areas of the website. The study tested the ease of finding following eight sections: (1)

catalog search, (2) patron accounts, (3) databases (an obituary database and a children's literature

database), (4) library hours, (5) library events, (6) Ask Us and Help, (7) booklists (for job

searches and children's mysteries), and (8) blogs. Each task was graded on whether or not the user was able to successfully locate the section in question. Each user was asked to complete a specific task or find a piece of information on the website (the exact wording of each question can be found in Appendix B). They were to alert the tester when they felt they would likely give up on finding the information, rather than exert any extra effort simply because their actions were being observed. If a user stated that they would give up without finding the information, the task received 0 points. If the user was finally able to locate the section, but was not able to do so on the first attempt, the task received 3 points. And if the user was easily able to locate the desired section on the first attempt, the task received a full 5 points. This resulted in possible scores between 0 (all users failed to complete the task) and 5 (all users were able to complete the task on the first attempt). In total, twelve usability tests were conducted on undergraduate library employees of the Herman B Wells Library at Indiana University.

IV. DATA ANALYSIS & RESULTS

A. SURVEY

Examination of the results from questionnaire the library patron opinion of the MCPL website reveals the most popular features and how the patrons view the new features. The questionnaire asked library patrons to rank their usage of six chosen features: the catalog/DB, general library information, programs and events, contact staff, book lists, and blogs. Four of these features (the catalog/DB, general library information, programs and events, and contact information) were established in the previous remodeling of the MCPL website in 2003. The remaining two (booklists and blogs) are relatively new features that library staff is introducing to the public. Analysis of the user ratings places the catalog/DB as the most used feature, accessed by an average of 84% of visitors. The new features ranked third, with booklists accessed by 44%

of visitors and blogs by 30%. Google Analytics provided by the library staff agrees with the findings of our study, particularly the frequency of use of the catalog being the most common. The analytics did have differences in the actual frequency; the catalog was used much more often than any other feature with a margin larger than the ranks derived from patron opinion.

Patron opinions of the favored features, most liked features, and most disliked features add additional dimensions to our understanding of the patron experience with the MCPL website. Three questions in the questionnaire were open-ended, which allowed patrons to be more specific with quality areas and problem areas in the MCPL website. Due to the openness of the questions, there was little overlap, though some was observed in the most popular features: personal accounts, the catalog, and using the waitlist/hold features to obtain books. The catalog appeared again in the most liked features of the MCPL website, with added comments that it is easy to read and use. A portion of the patrons also stated that patron account management was very easy and likable. The third open-ended question was designed to reveal problems that the MCPL website might have. Here, patrons expressed two major complaints. First, patrons expressed dissatisfaction with the search functions of the catalog dealing with the catalog. This complaint is one that is difficult to address due to the structure of the MCPL website. The second major complaint deals with the implementation of the booklists and the blogs. From the booklists and blogs, patrons can go straight to the catalog entry for a book, DVD, or CD. However, in order to return to the list, they have to navigate back through the website to their original starting points.

The study included five additional features that have not been implemented by the MCPL library staff. Evaluation of these features was conducted through a five-point usability scale, ranging from not likely to be of use to very likely to be of use. The five features are: ability to

submit reviews, subject alerts, administrator blog, sharing, and subject guides. Subject guides were rated most useful with 80% usability rate. Security alerts was the second most useful at 77%, followed by the ability to submit user reviews at 72%. Sharing was rated fourth at 63%. Administrator blog was the lowest rated at 57%. MCPL library patron preference for new information in the form of alerts and reviews is strongly supported by other parts of our findings. Primarily the support is located in the user suggestions from the open format questions, but also to a lesser extent in the frequency of use question looking at the six analyzed features of the MCPL website. In the open question for problems experienced with the MCPL website multiple patrons reported using the book blogs and booklists as the start of their search for new books. This preference to start with recommendations could be an indicator that patrons are interested in reviewing recommendations given by other patrons of the MCPL library.

Overall impressions for the MCPL website usability outside of specific features was evaluated in a question focusing upon website navigation and aesthetics. In this question the evaluated library patrons could rate five questions on a five-point scale ranging from strongly disagree to strongly agree. The center option was declared "neutral." The five questions were: easy to find, easy to navigate, logically arranged, easy to read, and visual appeal. Users ranked these between an averaged 3.6 and 4.35 on the scale. The overall navigation was found to be acceptable with an average score of 4.1. Results from the website use observation study agree with the MCPL library patron impression results. Most people observed using the MCPL website for the first time had some trouble finding the specified features, but the trouble was not significant. The visual appeal was rated the lowest at an averaged 3.6. Of the ratings for visual appeal 50% were positive (a rate of 4 or 5), 10% were negative (a rate of 1 or 2), and the remaining 40% were neutral (a rate of 3).

As shown in the rubric presented above, each factor was given a weight of "light", "medium", or "heavy" in order to determine an overall score for the survey. "Heavy" factors included the catalog, navigability, and layout. The factors weighted "medium" were general information, programs and events, readability, and appearance. Contact information, booklists, blogs, and visibility were weighted "light". Once this was done, the final score for the survey was 69, a score that is considered "good", but which is nevertheless at the low end of that rating. Therefore, we found that the "website features are popular with patrons, and the public has a good opinion of the website." A summary of these ratings is presented below, and charts of the response data can be found in Appendix C.

Table 5: Questionnaire Scores

Factor	Criteria	Weight	Rating	Score
Use Patterns	Accessing the online catalog, research databases, e-books, or account information	Heavy (3)	4	12
	General information on the library (hours, policies, phone numbers, locations etc.)	Medium (2)	2	4
	Information on MCPL programs or events	Medium (2)	2	4
	Contacting MCPL staff through AskUs, Ask the Indiana Room, or Contact forms	Light (1)	1	1
	Book lists	Light (1)	2	2
	Blogs	Light (1)	2	2
Opinion	Navigability ("The MCPL website is easy to navigate")	Heavy (3)	4	12
	Layout ("The MCPL website is logically arranged")	Heavy (3)	4	12
	Readability ("The text on the website is easy to read")	Medium (2)	4	8
	Appearance ("The website design is visually appealing")	Medium (2)	4	8
	Visibility ("The MCPL website is easy to find")	Light (1)	4	4
			Total:	**69**

B. TASKS

Once the results were compiled, we found that the tasks ranged widely from quite poor to exceptional. At the high end, tasks with "good" (4.0 – 4.5) to "exceptional" (4.5-5.0) scores were the catalog search (4.17), patron accounts (5.0), library hours (5.0), and library events (4.33). This is perhaps unsurprising as all of these sections were listed as highly used in the Google Analytics data. Tasks with "satisfactory" (3.5-4.0) scores were the obituary database (3.67) and the "AskUs" and help (3.67). The children's mystery booklist and the children's literature database were found to be "unsatisfactory" (3.0-3.5), while the tasks with "poor" (<3.0) scores were the job search booklist (1.75) and the blogs (1.75).

To obtain an overall score for the usability of the Monroe County Public Library's website, each task was also given a weight according to the importance of each activity. The catalog search, patron accounts, library events, and library hours were considered the most important features of the website as they provide access to the library's most vital services and information. As such, they were weighted as "heavy." The other tasks (databases, booklists, AskUs, and blogs) were rated as "light". Using these weights according to the rubric above, the overall score for the library website's usability was 49, which translates to a fairly comfortable "good" rating. Therefore, we found that "few participants failed to complete important tasks, and the majority of difficulties and failures were in tasks of lesser importance." A summary of these ratings is presented below.

Table 6: Tasks Scores

Category	Weight	Task	Rating	Score
Tier 1	Heavy (2)	Catalog Search	4	8
		Patron Accounts	5	10
		Library Events	4	8
		Library Hours	5	10
Tier 2	Light (1)	Database 1: Obituaries	3	3
		Database 2: Children's Literature	2	2
		Questions for Librarians	3	3
		Booklist 1: Children's Mysteries	2	2
		Booklist 2: Job Search	1	1
		Blogs	1	1
		Total:		**49**

V. STATISTICAL ANALYSIS

(AGE VS. WEBSITE USAGE)

During the analysis of our data, some interesting statistics began to emerge. One particularly interesting finding was the correlation between age and MCPL website usage frequency. Our initial hypothesis was that usage of the MCPL website would decrease on average with the age of the respondent. That is, the older a user is, the less likely they would be to use the library's website frequently. This was our hypothesis because it is generally considered to be the tendency for age and Internet use in general. Therefore, we expected that the majority of the 26% of respondents that claimed to be "daily" users (as shown below) would turn out to be in the younger age group, whereas the majority of the "weekly" (26%) and "monthly" (31%) users would be older.

Graph 1: Overall Website Usage
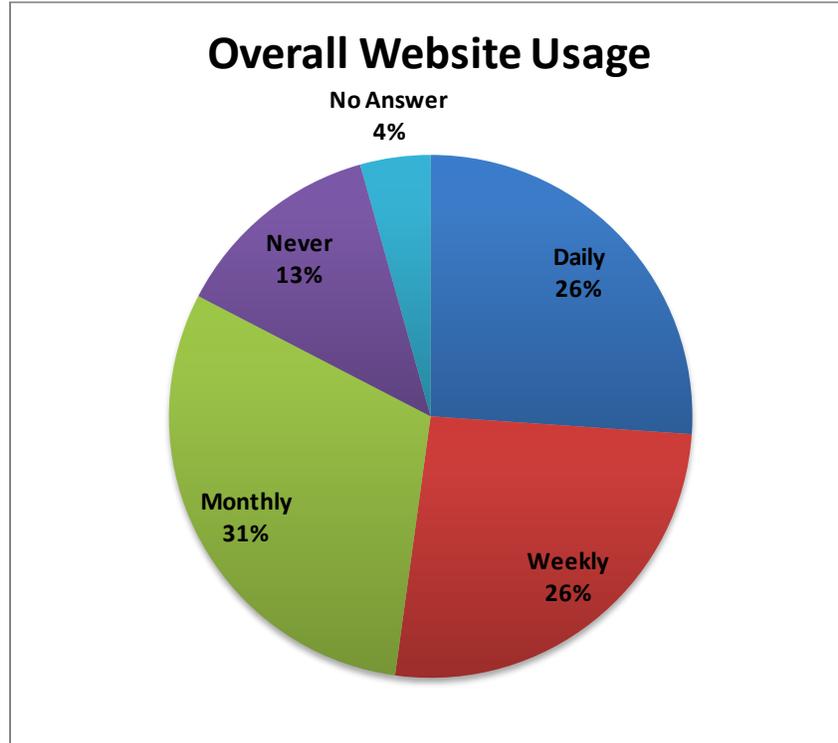
However, after analyzing the data, a rather different picture emerged. Of the 10 respondents to our survey who claimed to be between the ages of 0 and 25, 30% stated that they used the website daily, 20% weekly, 40% monthly, and 10% never. Respondents aged 26-45 (5 respondents) claimed usage of 40% daily, 40% weekly, and 20% never. Of the final group of respondents aged 46-65 (6 respondents), 17% use the website daily, 33% weekly, and 50% monthly.

This data reveals that the most frequent users of the MCPL website are not, in fact, the younger, more tech-savvy users. In fact, our results show that people aged 26-45 use the website considerably more frequently than any other group, with 80% claiming to use the site at least once a week, compared to 50% of 0-26 year olds and 46-65 year olds. Due to the small size of the sample, the difference is not significant ($F_{(2, 18)}=0.17$, $p>0.05$), but the finding is interesting nevertheless.

Graph 2: Website Use by Age

Website Usage by Age
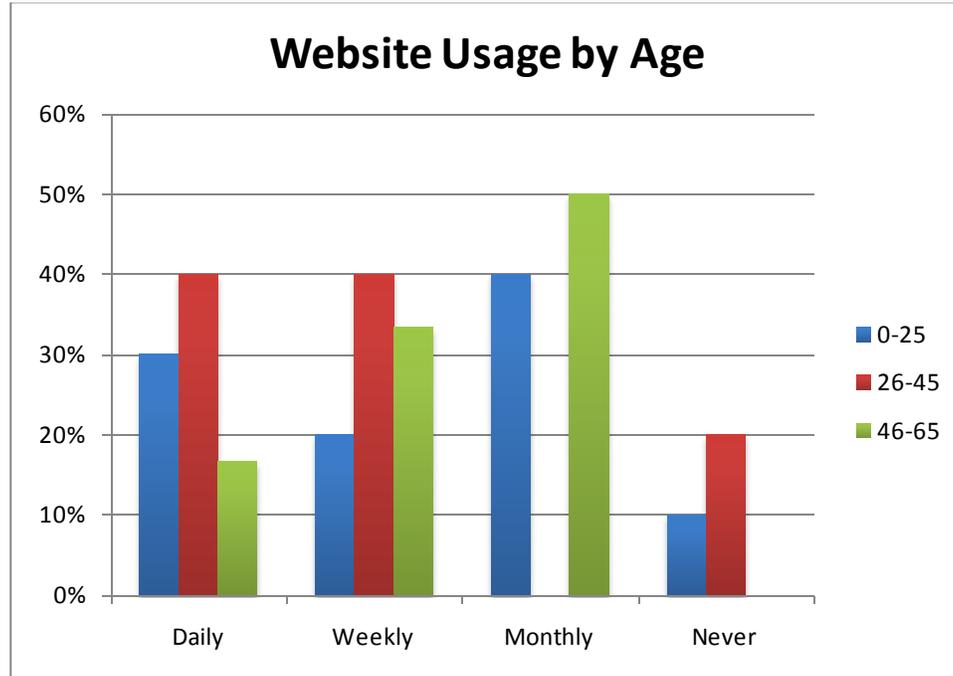
VI. LIMITATIONS

In this study there were several distinct limitations. The first was the short time frame that the study was conducted in; the second was the MCPL library patron sample size and scope. The time limitation was a result of the limit of one semester for the generation and execution and analysis of the study. The result of this limitation is that a pilot study could not be conducted before the formation of the study. A pilot study would have aided in refining the questionnaire for further precision.

The second limitation of library patron sample size is also a consequence of the first limitation. The survey of questionnaires was conducted on two days separated by over a week. In the survey only 23 people volunteered to fill out the questionnaire. While these 23 library patrons covered a wide spread of demographics, a higher focus on MCPL website users and patrons of the Ellettsville branch need to be included for a more complete analysis of the MCPL library

patron population. Because the survey was conducted at the Main branch, it was also limited by the random demographics of the library patrons.

The sample size for the tasks-based analysis was also somewhat small (12 participants), however the largest limitation of this sample was a high selection bias. As all of the participants were employees of the Indiana University Libraries, they were likely already familiar with many library concepts that may be foreign to new users of the MCPL's website. Additionally, as undergraduates at IU, all of these participants were young and technologically savvy. This is definitely not a representative sample of the patrons that are likely to access the website.

VII.   FUTURE WORK

Future studies of the MCPL library website and the patron opinions can be conducted via and online questionnaire. This questionnaire can be hosted on the website itself as an option for a library patron to conduct. The questionnaire can be open to anonymous patrons or it can require a patron to log in. Conducting the survey online will isolate it to users of the MCPL website. The results will thus more accurately represent the online library patron population. Using a security door of requiring the patrons to be logged in will allow the library to limit the results to one survey per patron and prevent a potential problem of multiple submissions. The survey will also need to include the Ellettsville branch patrons, and other demographic groups that do not frequent the library itself such as users of the Bookmobile and schoolteachers who make selections online that the library delivers to the schools.

VIII. **L**ESSONS **L**EARNED **& C**ONCLUS ION

The findings from this study indicate that MCPL library patron satisfaction with the current website matches expectation for the use of the libraries catalog, user accounts, and other primary features of the website, and is higher than expected for the more recently implemented booklists and blogs. User satisfaction with the website navigation is also higher than expected, though the website's aesthetics approval is about what was expected. There is more user interest in book reviews, announcements, and alerts than was expected. To some extent these findings are supported through the Google Analytics that the library has been using to track website activity.

These results show that the MCPL should seriously consider adding several new features to their website, including user reviews, subject alerts, and subject guides. In addition, lower-than-average scores in areas such as navigability and visual appeal show that there are areas where the existing website could be improved. From the study, problems with the MCPL website were found that can be addressed by the library are in the expected integration of additional new features and increased clarity in locating the new features, as stated by the library staff in the original interview. In addition to these integrations, problems have been brought forth in navigating back to previous pages from the catalog that needs to be addressed. Nevertheless, our results do indicate that general opinion and usability are at acceptable levels, although there is definitely room for improvement.

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APPENDICES

Appendix A
MONROE COUNTY PUBLIC LIBRARY
WEBSITE QUESTIONNAIRE

STATEMENT OF PURPOSE

We are students at the Indiana University School of Library and Information Science. For a course project, we are evaluating the Monroe County Public Library website. In this survey, we will ask you how you use and what you think of the website. Your answers will not be published and will be used for only for educational purposes and as feedback for the MCPL. You are not required to answer any of these questions, and you can skip any you feel uncomfortable answering.

If you have any questions about anything in the survey, we are here to assist you. Thank you for participating.

QUESTIONNAIRE

*Note: In the following questions, the term "MCPL Website" refers to the website built by local staff at the Monroe County Public Library. It does **not** include the online catalog, patron accounts, research databases, or any other software purchased from commercial organizations. Please ask us if you have any questions about what is or is not included.*

1. In the past six months, **approximately** how frequently have you visited the MCPL website?
- o Daily
- o Weekly
- o Monthly
- o Never

If you answered "never" to question 1, please skip to page 4.

Otherwise, please proceed to page 2.

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2. How often do you use the MCPL website for:

	Never				Very Often
Accessing any of the following: the online catalog, research databases, e-books, or your account information	1	2	3	4	5
General information on the library (hours, policies, phone numbers, locations etc.)	1	2	3	4	5
Information on MCPL programs or events	1	2	3	4	5
Contacting MCPL staff through AskUs, Ask the Indiana Room, or Contact forms	1	2	3	4	5
Book lists	1	2	3	4	5
Blogs	1	2	3	4	5

3. Are there any other features of the website that you use often?

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4. Please rate how you agree or disagree with the following statements:

	Strongly Disagree		Neutral		Strongly Agree
The MCPL website is easy to find.	1	2	3	4	5
The MCPL website is easy to navigate.	1	2	3	4	5
The MCPL website is logically arranged.	1	2	3	4	5
The text on the website is easy to read.	1	2	3	4	5
The website design is visually appealing.	1	2	3	4	5

5. What do you like **most** about the MCPL website? (Name up to **3** features)

_____

_____

_____

6. What do you like **least** about the MCPL website? (Name up to **3** features)

_____

_____

_____

7. How likely would you be to use the following features if they were added to the MCPL website?

	Not Very Likely		**Neutral**		**Very Likely**
The ability to submit book, movie, and music reviews	1	2	3	4	5
Subject Alerts (MCPL will notify you when new books under favorite subjects are purchased)	1	2	3	4	5
A blog of library news written by the library's administrative staff (director, department heads, etc.)	1	2	3	4	5
The ability to share pages on Facebook, Twitter, etc. by clicking links on the library website	1	2	3	4	5
Subject Guides (guides written by the librarians to help you find resources on a specific subject, such as getting a loan, saving for college, etc.)	1	2	3	4	5

NON-USERS

8. Why have you never used the MCPL website? (check all that apply)
- ❑ I have never heard of it before today.
- ❑ It is too difficult to use.
- ❑ I am not interested in any of the information it contains.
- ❑ I don't like its appearance.
- ❑ Other:

_____

9. Have you ever looked for any of the following: the MCPL catalog, MCPL research databases, e-books, or your account information?
- o Yes
- o No

If yes, where did you find the information? (Check all that apply)
- ❑ Printed fliers or signs
- ❑ Through MCPL staff (in person or by telephone)
- ❑ From a workstation in the MCPL
- ❑ From friends or family
- ❑ From other websites
- ❑ From other organizations (other libraries, schools, etc.)
- ❑ I never found this information

10. Have you ever looked for general information on the library (hours, policies, phone numbers etc.)?
- o Yes
- o No

If yes, where did you find the information? (Check all that apply)
- ❑ Printed fliers or signs
- ❑ Through MCPL staff (in person or by telephone)
- ❑ From friends or family
- ❑ From other websites
- ❑ From other organizations (other libraries, schools, etc.)
- ❑ I never found this information

11. Have you ever looked for information on MCPL programs or events?
- o Yes
- o No

If yes, where did you find the information? (Check all that apply)
- ❑ Printed fliers or signs
- ❑ Through MCPL staff (in person or by telephone)
- ❑ From friends or family
- ❑ From other websites
- ❑ From other organizations (other libraries, schools, etc.)
- ❑ I never found this information

12. Have you ever looked for information on contacting MCPL staff (forms, email addresses, etc.)?
- o Yes
- o No

If yes, where did you find the information? (Check all that apply)
- ❑ Printed fliers or signs
- ❑ Through MCPL staff (in person or by telephone)
- ❑ From friends or family
- ❑ From other websites
- ❑ From other organizations (other libraries, schools, etc.)
- ❑ I never found this information

13. Have you ever looked for book lists produced by MCPL staff?
- o Yes
- o No

If yes, where did you find them? (Check all that apply)
- ❑ Printed fliers or signs
- ❑ Through MCPL staff (in person or by telephone)
- ❑ From friends or family
- ❑ From other websites
- ❑ From other organizations (other libraries, schools, etc.)
- ❑ I never found this information

14. Is there any other information from or about the library you have looked for?

_____

If yes, where did you find the information?
- ❑ Printed fliers or signs
- ❑ Through MCPL staff (in person or by telephone)
- ❑ From friends or family
- ❑ From other websites
- ❑ From other organizations (other libraries, schools, etc.)
- ❑ I never found this information

15. How old are you?
- o <18
- o 18-25
- o 26-35
- o 36-45
- o 46-55
- o 56-65
- o 65+

16. In the past six months, how often have you used the Internet?
- o Daily
- o Weekly
- o Monthly
- o Never

If you answered "never" to question 10, this is the end of the survey.

Thank you very much!

---

17. Where do you normally use the Internet?
- o At home
- o At work
- o From a mobile device
- o At friend's or relative's house
- o At the Monroe County Public Library (in Bloomington or Ellettsville)
- o At another library
- o Other:

_____

18. Which website(s) do you visit most often?

_____

_____

_____

19. What do you regularly use the Internet for? (check all that apply)
- ❑ Email
- ❑ Chat
- ❑ Entertainment (games, YouTube, Hulu, etc.)
- ❑ Education (online courses, encyclopedias, tutorials, etc.)
- ❑ Search Engine (Google, Yahoo!, Bing etc.)
- ❑ Social Networking (Facebook, Twitter, etc.)
- ❑ News Sources (Yahoo! News, CNN, Herald Times, blogs, etc.)
- ❑ Government information & documents
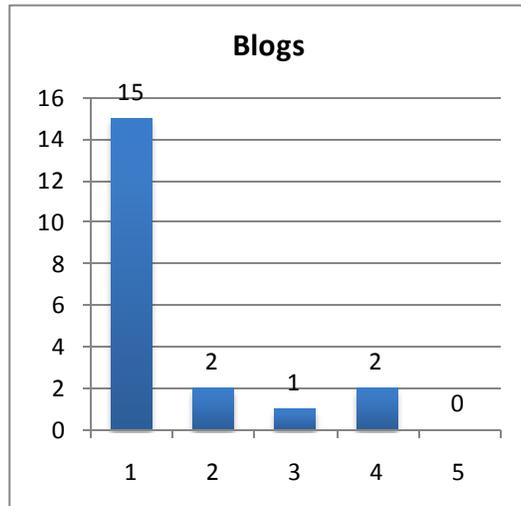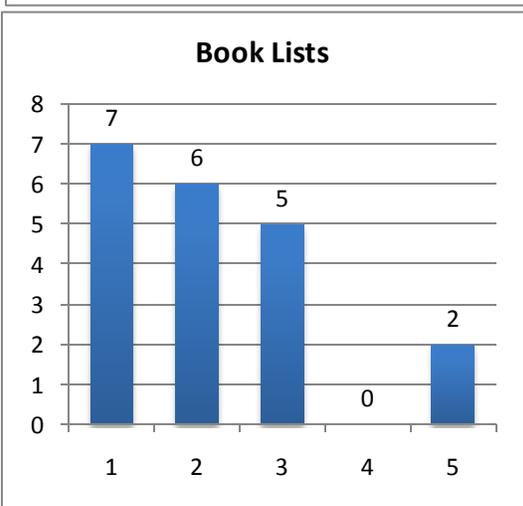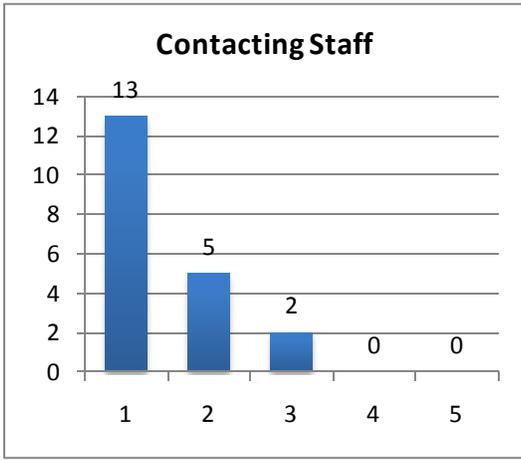- ❑ Other:

Thank you for completing this survey.

Your feedback is greatly appreciated.

Appendix B: Task-Based Analysis

1. Does the MCPL own a copy of Harry Potter and the Deathly Hallows? Is there a copy currently available for check out?

2. If you were a patron of MCPL, how would you see what you have checked out?

3. Where would you find a link to the obituary database for the Herald Times? A database of children's literature?

4. How late is the library open today?

5. What events are taking place at the library this weekend?

6. Where would you go if you had a question for a librarian?

7. Where would you find a list of recommended children's mystery books? A list of books for adults on job hunting?

8. Can you find one of the MCPL blogs?

Appendix C: Result Tables

Question 2: How often do you use the MCPL website for…? (1=Never, 5=Very Often)

Accessing catalog, databases, etc.

Rating	Count
1	1
2	0
3	5
4	2
5	12

General Information

Rating	Count
1	6
2	6
3	7
4	1
5	0

Info. on Programs & Events

Rating	Count
1	5
2	5
3	6
4	4
5	0

Contacting Staff

Rating	Count
1	13
2	5
3	2
4	0
5	0

Book Lists

Rating	Count
1	7
2	6
3	5
4	0
5	2

Blogs

Rating	Count
1	15
2	2
3	1
4	2
5	0
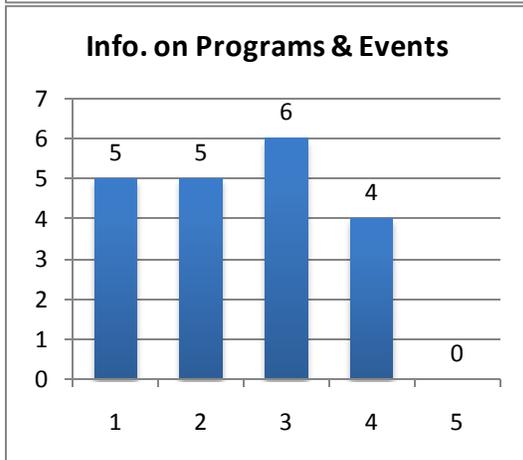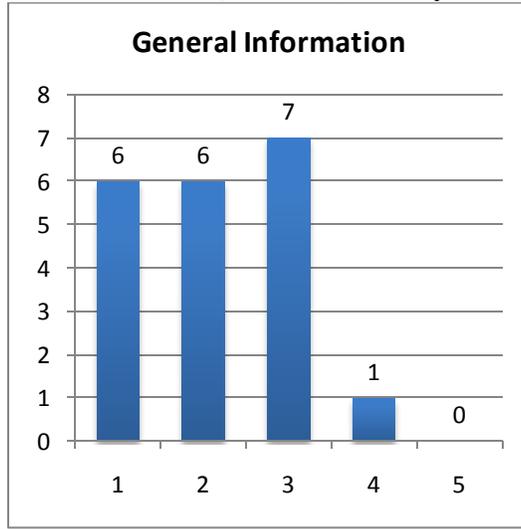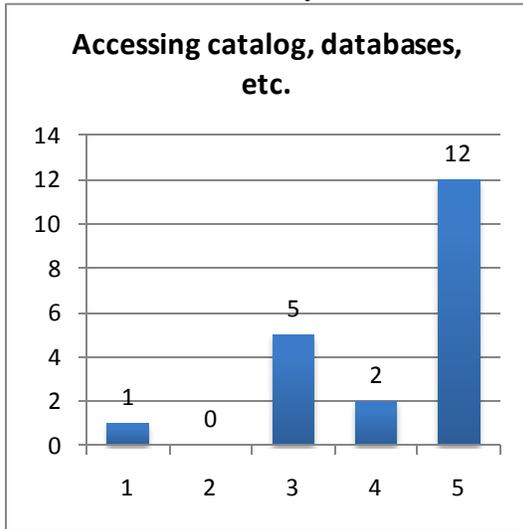
Question 4: Please rate how much you agree or disagree with the following statements:
(1=Strongly Disagree, 5=Strongly Agree)

Website is Easy To Find

Rating	1	2	3	4	5
Count	0	1	3	6	10

Website is Easy to Navigate

Rating	1	2	3	4	5
Count	1	3	3	6	7

Website is Logically Arranged

Rating	1	2	3	4	5
Count	1	1	3	8	7

Text is Easy To Read

Rating	1	2	3	4	5
Count	0	2	0	7	11

Design is Visually Appealing

Rating	1	2	3	4	5
Count	1	1	8	5	5
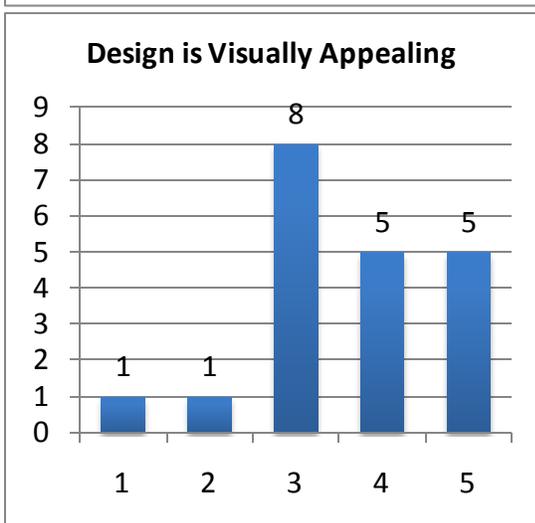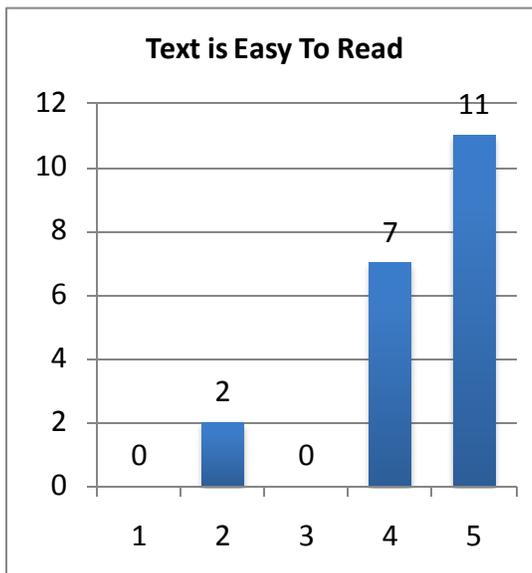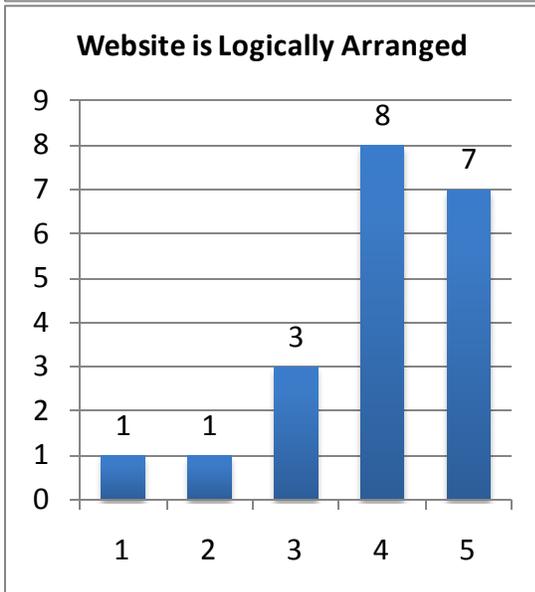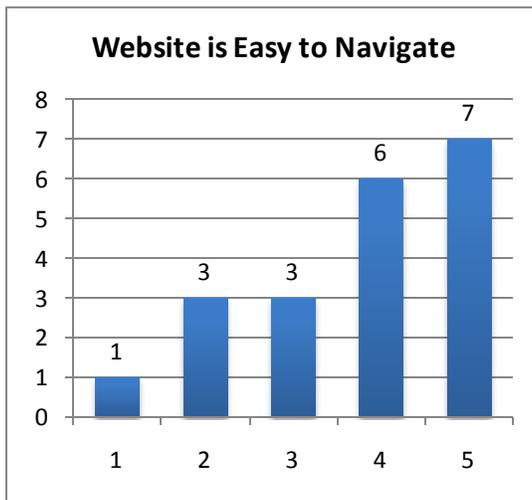
Question 7: How likely would you be to use the following features…? (1=Not Very Likely, 5=Very Likely)

Submit Reviews

Rating	Count
1	2
2	3
3	4
4	3
5	8

Subject Alerts

Rating	Count
1	0
2	4
3	3
4	5
5	8

Administrative Blog

Rating	Count
1	0
2	7
3	10
4	2
5	1

Share on Facebook, Twitter

Rating	Count
1	3
2	2
3	9
4	1
5	5

Subject Guides

Rating	Count
1	0
2	3
3	3
4	5
5	9