MUSE Publisher Meeting 2018

"Scholar-Informed, Inspired, and Implemented Re-Design"

Marcus Seiler

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.**

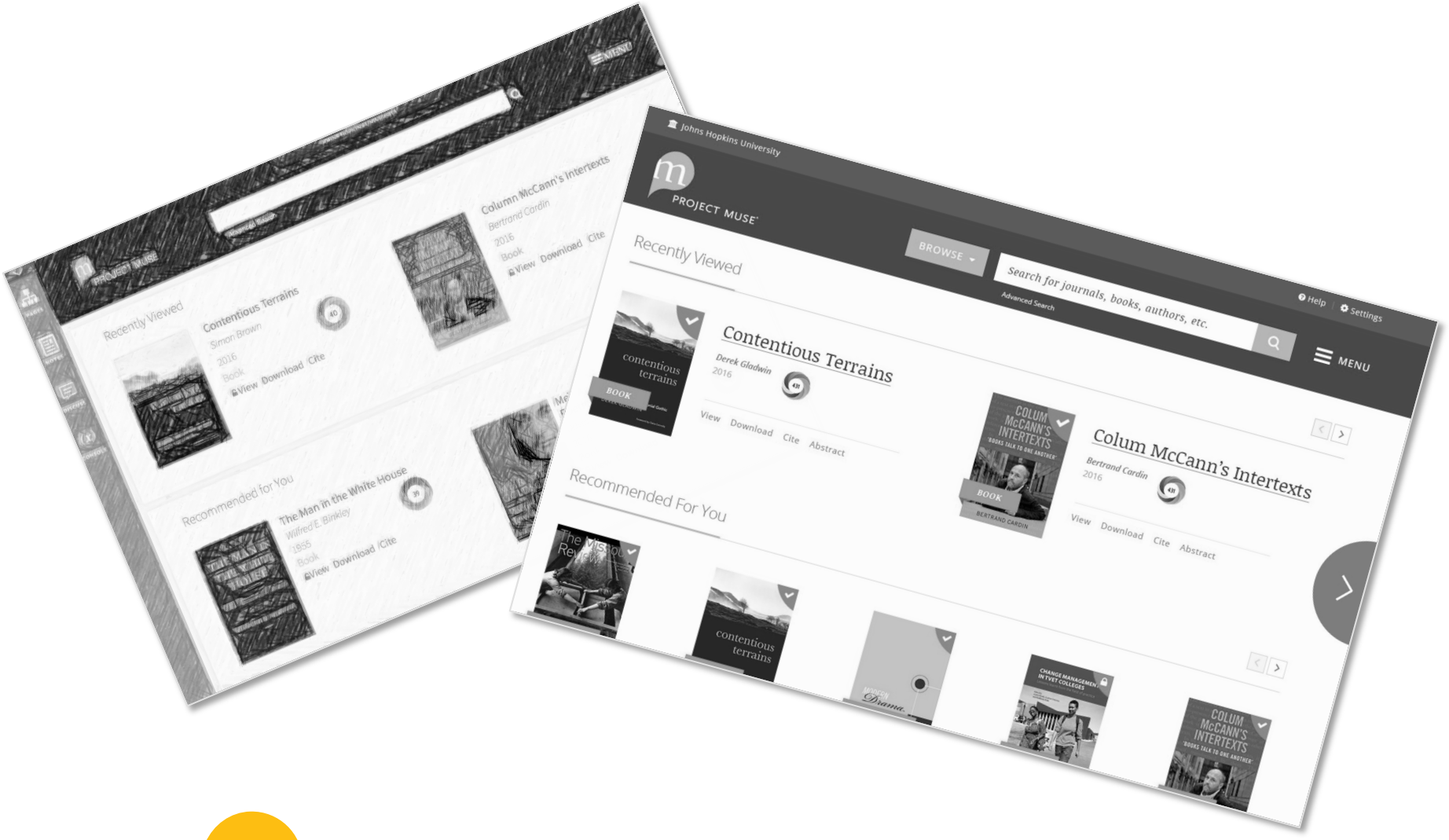
USER RESEARCH - Findings

- **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.

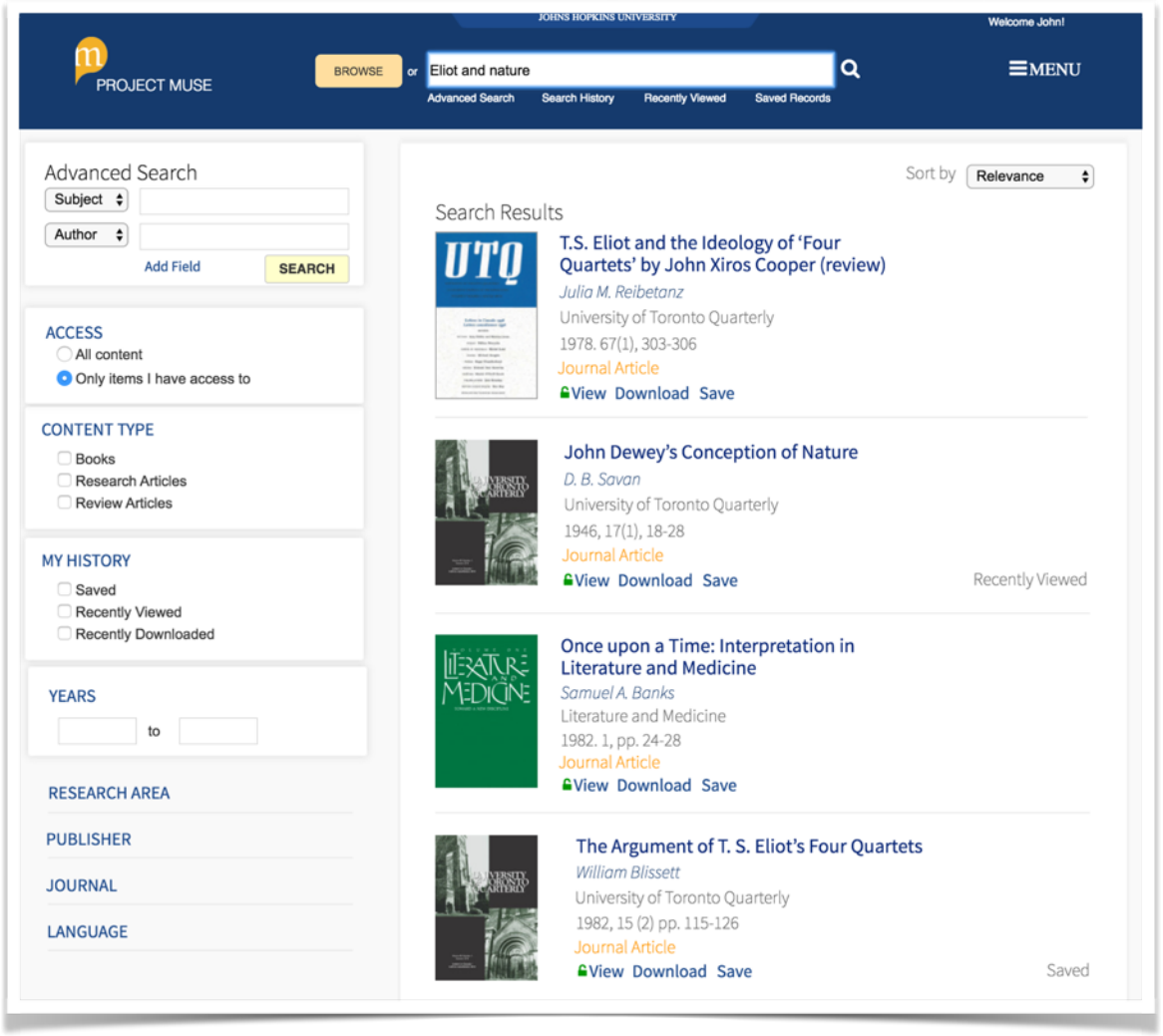
WIREFRAME/PROTOTYPING



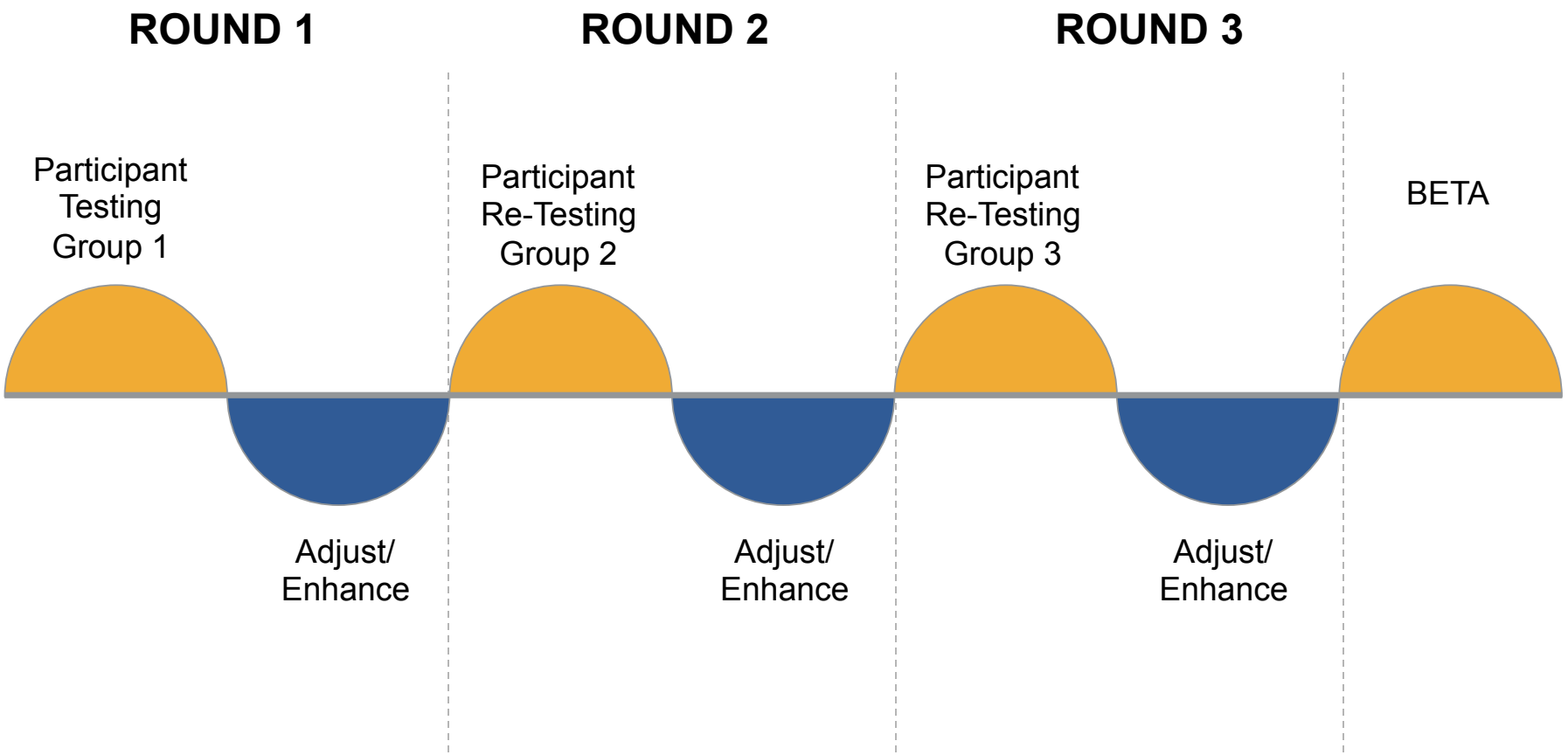
PROJECT MUSE

muse.jhu.edu | #musepubmtg18

USABILITY TESTING



USABILITY TESTING



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

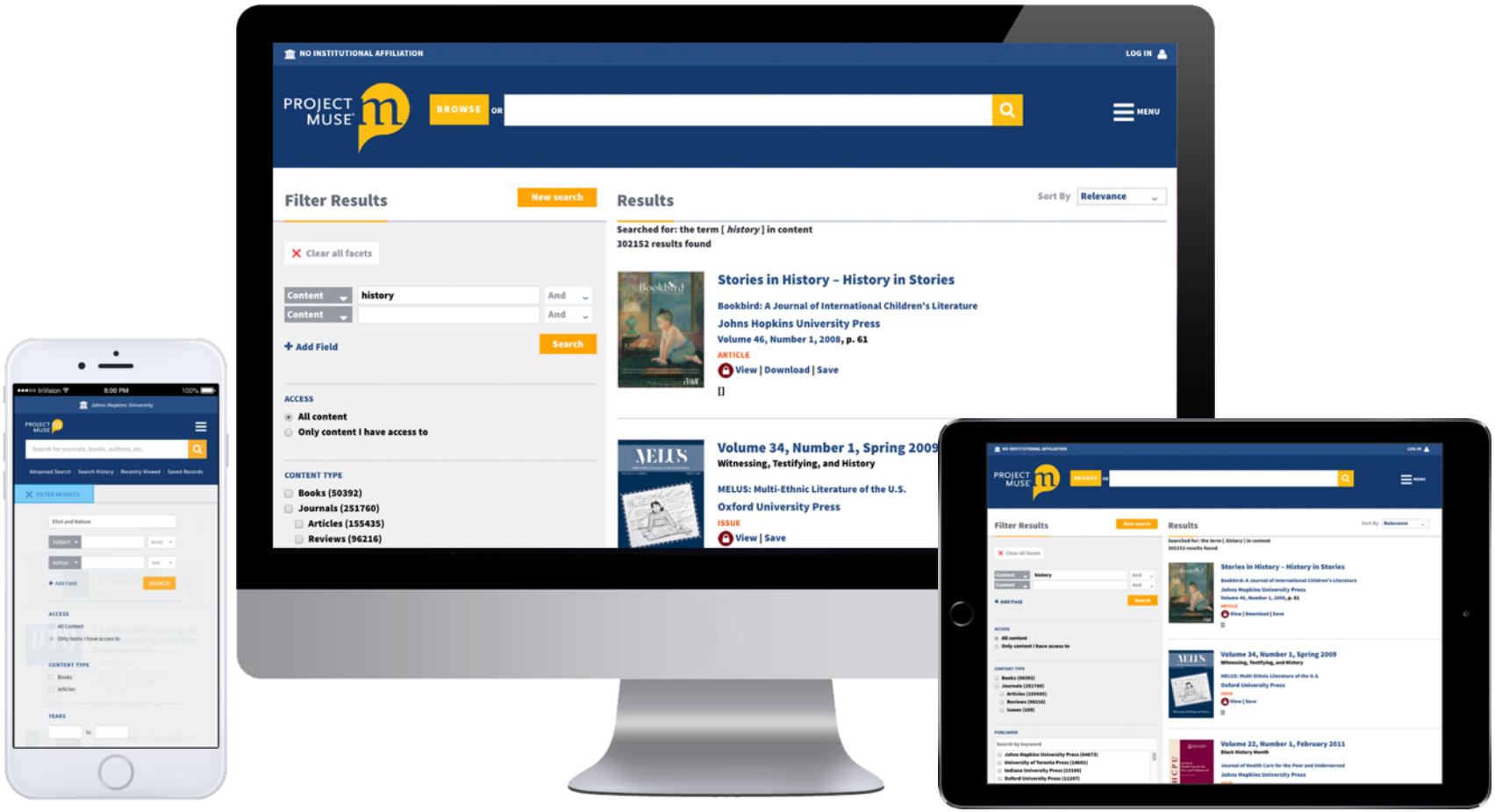
- Recently viewed
- Recommended work
- Recent TOCs for my journals
- Most “Saved” (aka popular)

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

DESIGN


NO INSTITUTIONAL AFFILIATION
LOG IN
PROJECT MUSE
BROWSE
OR
MENU
Filter Results
New search
Clear all facets
Content
history
And
Add Field
Search
ACCESS
All content
Only content I have access to
CONTENT TYPE
Books (50392)
Journals (251760)
Articles (155435)
Reviews (96216)
Results
Sort By
Relevance
Searched for: the term [history] in content
302152 results found
Stories in History – History in Stories
Bookbird: A Journal of International Children's Literature
Johns Hopkins University Press
Volume 46, Number 1, 2008, p. 61
ARTICLE
View | Download | Save
Volume 34, Number 1, Spring 2009
Witnessing, Testifying, and History
MELUS: Multi-Ethnic Literature of the U.S.
Oxford University Press
ISSUE
View | Save

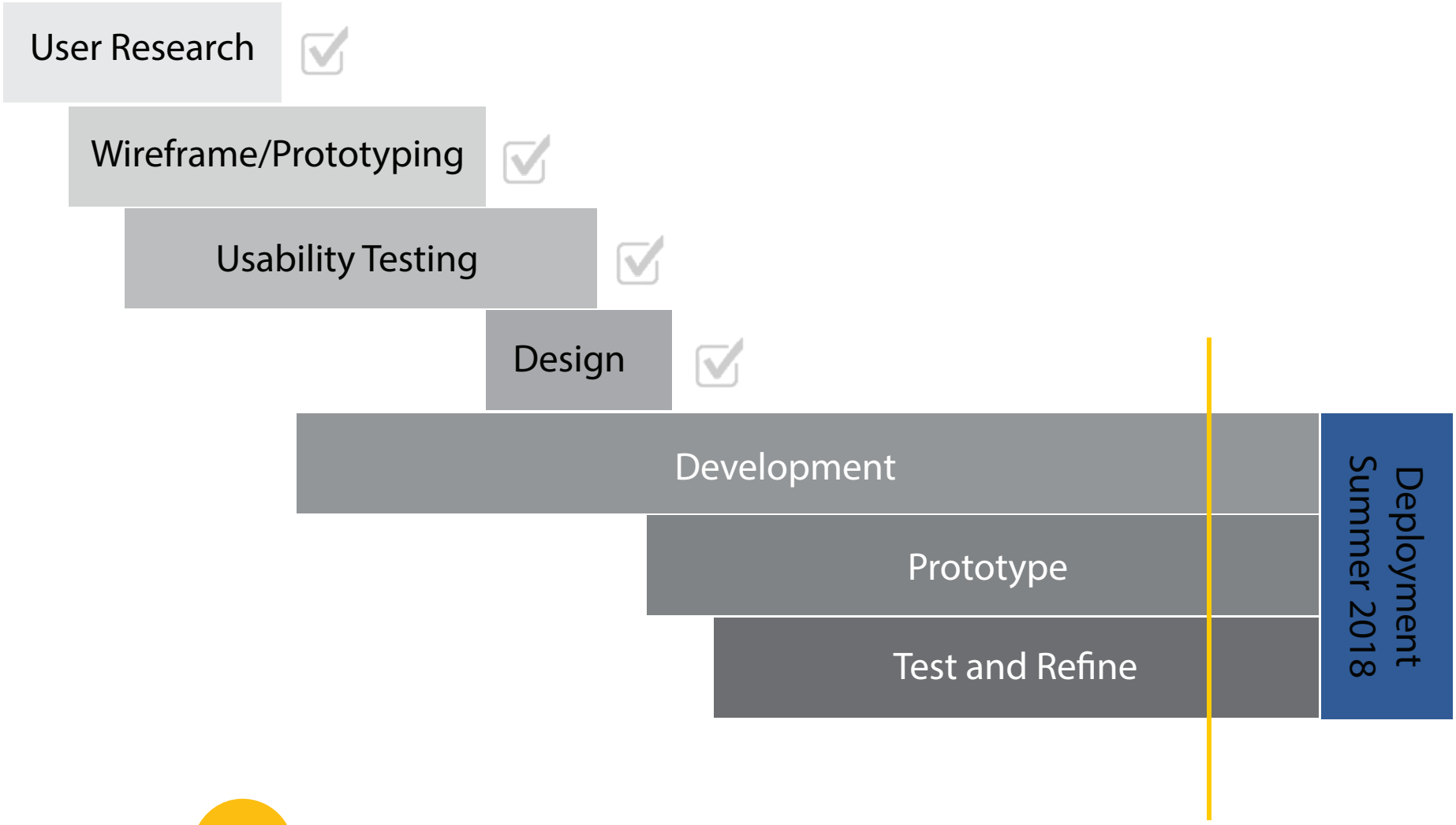
DEVELOPMENT

- 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?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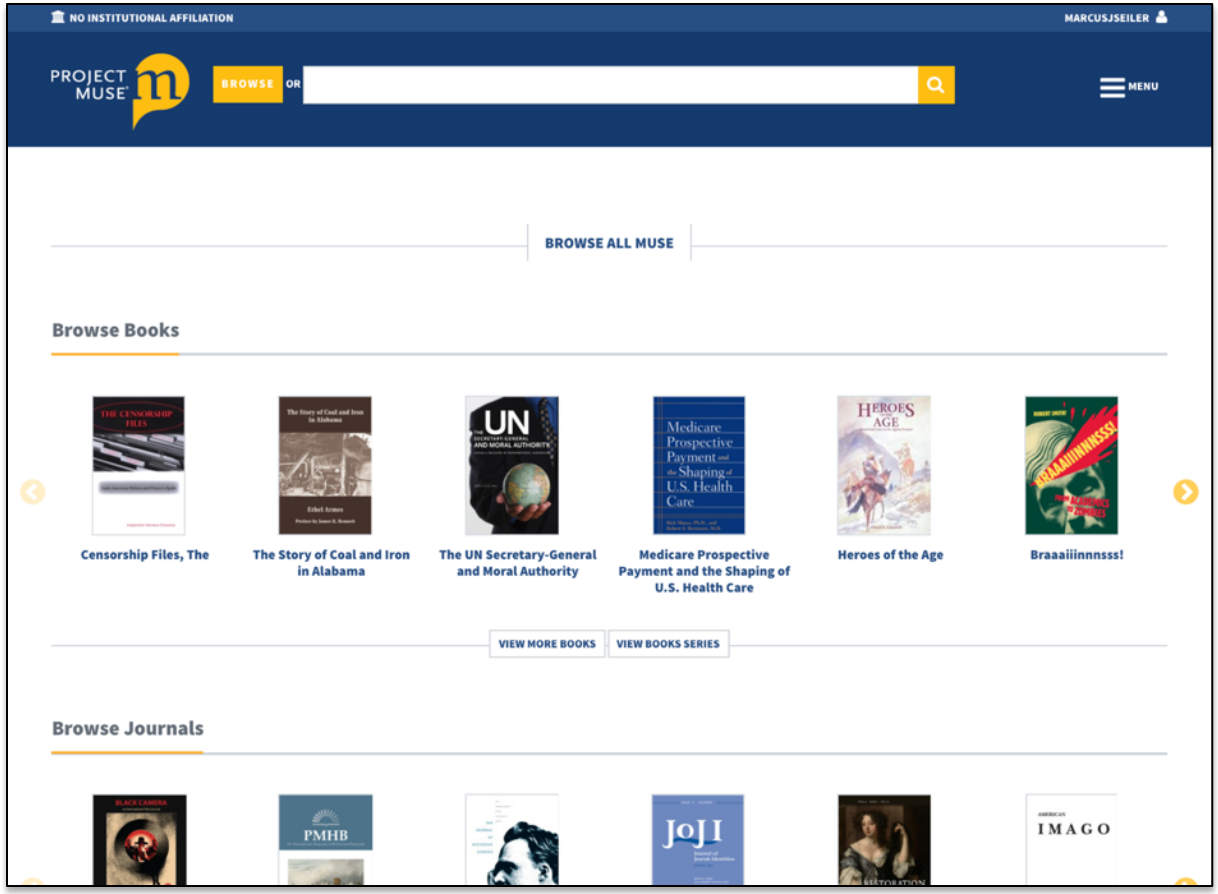
Summer 2018

THE BIG REVEAL

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