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## **Reimagining academic library user experience**

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2016

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## **Reimagining academic library user experience:**

## **Using mystery shopping to inform service decisionmaking at the Czech National Library of Technology**

**By:** Jana Orlová, Alena Pavelová

**Delivered by:** Pavlína Tvrdá

**National Library of Technology**

**QQML 2016**

- **Academic:** Cooperation with Prague's science and technology campus

**“We want NTK to be the perfect academic library supporting a transfer of innovation into practice.”**

- **Integrated:** NTK library = joint collection of NTK + University of Chemistry and Technology, Prague + Czech Academy of Science's Institute of Organic Chemistry and Biochemistry
- **National:** Provides countrywide services (National Repository of Grey Literature, Czech ISSN National Center, Document Delivery Infrastructure [Virtual Polytechnic Library])
- **Social and cultural center:** Frequent lectures, educational tours, cinema, events and exhibitions





**50°6'14.083"N, 14°23'26.365"E**  
**Národní technická knihovna**  
**National Library of Technology**



**NTK**  
50°6'14.083"N, 14°23'26.365"E  
Národní technická knihovna  
National Library of Technology

- 
- | Category                         | Percentage |
|----------------------------------|------------|
| public                           | 74%        |
| professors                       | 22%        |
| foreigners - temporary stay      |            |
| foreigners - permanent residence |            |
| postgraduate student             |            |
| students                         |            |
| employee                         |            |





# Mystery shopping 2014

- **4 tested areas:**
  - Service personnel at staffed desks
  - Library building
  - Services provided
  - Library IT infrastructure

➔ **MS 2014 focused primarily on the environment of the library**
- **Shoppers:**
  - 10 volunteers recruited
  - Students, employees, senior citizens
  - Stratification of shoppers **did not match** the structure of the library's patron base
- **Timeframe: November 3-23, 2014**

# Suggestions for service improvement in 2014

- **Implementation of the following suggestions (rather slight changes):**
  - ✓ **Service staff training** (in expertise and social skills)
    - Training courses for all service personnel
  - ✓ **Signage** in the library space
    - Distributed a guide to the library, “**Getting Started at NTK**”
  - ✓ Unreliable **Wi-Fi connections** and computers in public spaces
    - Made Ethernet cables available as alternative
    - Upgraded public computing equipment





- **Why again?:**
- MS 2014 proved to be an effective and cheap tool for evaluating **“how to change and improve services”**
- To compare with the 2014 study’s results and findings
- To gather additional information about library services and new feedback regarding potential areas for improvement



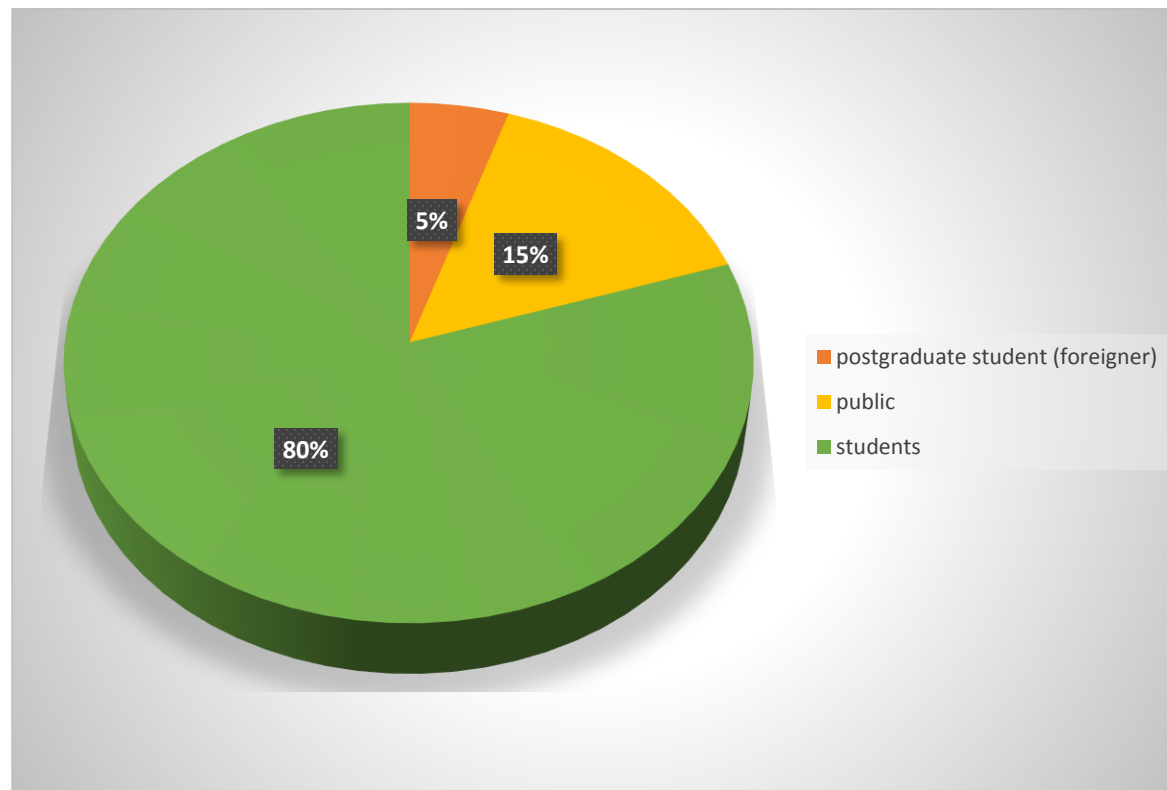
# Mystery shopping 2015

- **Methodology:**
  - Larger scale testing - **six member team**
  - Use of **Professional Behavioral Code** designed in 2014
  - Use of so-called "**personas**" and "**customer journey mapping**"
- Modified and updated **Form and Instructions**
- **4 tested areas** – in-person visit, website, phone services, email services
- **122 specific questions** selected in key testing areas
- Shoppers rated services with a grade and discussed in an in-person follow-up interview
- MS 2015 **focused on the user-friendliness** of systems and desk services



# Mystery shopping 2015

- **Recruitment:** 26 candidates; 20 shoppers selected – 80% of shoppers were students, which matches the structure of the library's patron base



# SWOT analysis comparison

- **STRENGTHS 2014:**

- Study and relaxation areas
- Library environment
- Self-service borrowing/returning machines
- Helpful staff

## + Clarity of space

- **STRENGTHS 2015:**

- Study and relaxation areas
- Library environment
- Self-service borrowing/returning machines
- Helpful staff

### + The main webpage and “My Account” (patron account)

### + Speed and factual accuracy of email communication

## + Online credit card payment

## + Information and consultation services

## + Leaving clothes and bags to enter the Periodicals Reading Room

- **WEAKNESSES 2015:**
  - User-unfriendly kiosks
  - Difficult orientation in the library
  - Hard to find a book in the open stacks

## + Invisibility of some services



- **OPPORTUNITIES 2014:**

- + Staff training (social competence and expertise)
- + Improvement of signage throughout the building
- + Removal and performance improvements for kiosks, with instructions for use
- + Better signage to guide patrons to books on shelves  
(e.g. tabs for separating various subject categories)
- + Better promotion of services

- **OPPORTUNITIES 2015:**

- + Circulation staff: more training
- + Lack of study places on campus
- + First contact and expectations during registration
- + Escape from procrastination
- + Open on weekends

- **THREATS 2014:**

- Patrons do not want to return to the library after a bad experience

- + Might be unsatisfied with some services provided
- + Services personnel sometimes unprepared for difficult questions
- + Damage to journal collection

- **THREATS 2015:**

- “library anxiety”

- + Google effect
- + High expectations for library's IT infrastructure
- + Lack of seating during semester peaks
- + Low awareness of specialized services
- + Competitive environment

# Suggestion for service improvement 2015

## ▪ Supported by the library's administration:

- ✓ **Web:** Simplification of terminology and easier access to answers about fundamental questions
  - Autumn 2016 focus group on web orientation and terminology + FAQ
- ✓ Setting rules and standards of **email communication**, defining responsibilities, and improving the quality
  - 2016/2017 implementing of CRM system
- ✓ Unreliable **Wi-Fi connection**
  - New connection provider (already completed)



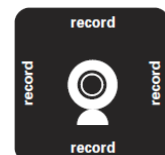
# Suggestion for service improvement 2015

- ✓ Make the process of **registration** more individual and personal, providing “tailored” information
  - Concept of rearranging desk services and contact points; self-service payment and holds; more space for individual services (2017/2018)
- ✓ Proactive, motivated and **well-trained services staff**
  - Concept of continual internal staff training (done)
  - “Minimum of competencies” for all staff with various levels –  
1. user support, 2. collections, 3. reference services  
(2016/2017)
  - Internal Wiki – better dissemination of information and communication between departments (done)



# Suggestion for service improvement 2015

- ✓ Redesign of study room reservation software
  - 2017/2018: new system
- ✓ Redesign of **online catalog**
  - Beta version of updated catalog interface (personalized VuFind)
  - User testing and questionnaire
- ✓ Video tutorials
  - Made with interns







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